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OVERSIGHT OF THE 2000 CENSUS: EXAMINING THE STATUS OF KEY CENSUS 2000 OPERATIONS

HEARING

BEFORE THE

SUBCOMMITTEE ON THE CENSUS

OF THE

COMMITTEE ON
GOVERNMENT REFORM

HOUSE OF REPRESENTATIVES

ONE HUNDRED SIXTH CONGRESS

SECOND SESSION

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OVERSIGHT OF THE 2000 CENSUS: EXAMINING THE STATUS OF KEY CENSUS 2000 OPERATIONS

TUESDAY, FEBRUARY 8, 2000

HOUSE OF REPRESENTATIVES,
SUBCOMMITTEE ON THE CENSUS,
COMMITTEE ON GOVERNMENT REFORM,
Washington, DC.

The subcommittee met, pursuant to notice, at 2:05 p.m., in room 2247, Rayburn House Office Building, Hon. Dan Miller (chairman of the subcommittee) presiding.

Present: Representatives Miller, Ryan, Maloney, and Davis.

Staff present: Jennifer M. Safavian, chief counsel; Timothy J. Maney, chief investigator; David Flaherty, senior data analyst; Chip Walker, communications director; Erin Yeatman, press secretary; Lara Chamberlain and Esther Skelley, professional staff members; Jo Powers, assistant press secretary; Amy Althoff, clerk; Michelle Ash, minority counsel; David McMillen and Mark Stephenson, minority professional staff members; and Jean Gosa, minority assistant clerk.

Mr. MILLER. Good morning. A quorum being present, the subcommittee will come to order.

We will begin with an opening statement by myself and the ranking member, and will proceed then to Director Prewitt.

For almost 2 years, this subcommittee has been actively involved in the oversight of the 2000 census. This subcommittee has held hearings on a wide range of subjects, such as minority outreach, local census data, and census addresses.

Ranking Member Mrs. Maloney and I have held field hearings in Miami, Phoenix, and Racine, WI. We have visited inner city schools and Indian reservations. We have been to numerous schools and visited with children to talk about the importance of being counted in the upcoming census.

This Congress has followed through in its commitment to give the Census Bureau the resources it requested to conduct a full and accurate census. In fact, the $1.7 billion additional funding requested for fiscal year 2000 was approved this past fall.

Today, we are here and the census has, at long last, begun. Today's hearings will be one in a series to be held during the upcoming months where Congress will have the opportunity to get regular updates from the Bureau on the status of the 2000 census. Where are things going well? Where are problems? And what can Congress do to help?

Once again, this committee has before it Census Bureau Director, Dr. Kenneth Prewitt. In December, Dr. Prewitt was kind enough to come to my District and join me in census outreach efforts. It was an excellent visit. We spent time in a local high school, spoke to an assembly full of grade schoolers, and met with local community leaders. As Dr. Prewitt can attest, the interest in the census is high.

This past Sunday, there was a front page article in my local hometown newspaper, the Bradenton Herald. The front page says, "Census Groups Reach Out to Area Minorities," which is exactly the job that the Census Bureau should be doing, and it talks about a Complete Count Committee meeting at Holy Cross Catholic Church in Palmetto, where the Complete Count Committee and Census people were involved in reaching out to the Hispanic community, and they said approximately 70 people, mostly Hispanics, were in attendance.

The Reverend Necantor Labato, who is a priest at Holy Cross Catholic Church, where they have 1,000 Hispanics, a total of 4,300 parishioners, said—let me just quote a couple things—"Don't be afraid to answer. Don't be afraid to get involved. Those without immigration papers, they are afraid, and I think they are wrong to be afraid, but the reality is they are."

Labato said Census officials convinced him that Federal Immigration officials, taxing authorities, and other Government agencies have no access to personal census data.

To quote the priest, "If I knew or even was suspicious that it would be bad for you Hispanic people, I would not be involved and would not allow them to use the parish hall."

That's exactly the type effort we need to reach out to the undercounted populations.

They have, I see, a fair coming up on February 19th at a title one school, Tillman Elementary School. They're going to be at Wal-Mart Supercenter, where the van is going to be showing up on February 27th, at another community fair on March 18th. This is only 1 of 550 census offices, but it is nice to see that we are making front page of the paper, getting the word out, and that local offices are working.

Dr. Prewitt last month traveled to Alaska to officially enumerate the first person in the 2000 census. Arriving in the Bering Sea fishing village of Unalakleet via dog sled, a photograph that will go down in history, Director Prewitt counted 82-year-old Stanton Katchatag and his wife in their one-story cedar frame house.

Not only do the Native people of Alaska represent a difficult population to count because of the extreme weather and remote locations, Alaska, in 1990, had the Nation's lowest mail response rate of 52 percent.

Of course, we are hopeful that the $102 million ad campaign will help the response rates rise. I'm sure virtually everyone in this room has seen or heard at least one census ad. Many of us saw the ad that aired during the Super Bowl. I also understand that there is an upcoming shift in the focus of the ad campaign, and hope to hear more about it.

Local outreach efforts, combined with the 90 Plus Five campaign, where local governments are being asked to increase their 1990

mail response rates by 5 percent, leave us hopeful that we can break the downward spiral of mail response rates that we have been experiencing for the past three decades.

I know that the announcement letters went out last month. How is that program being received by the 39,000 governments nationwide?

Another great task is the massive employment effort that is currently underway. Hundreds of thousands of enumerators must be hired and trained from an applicant pool of some 3 million people. I recently read a news account that on the Navajo Reservation near Window Rock, Arizona, the Bureau is having trouble filling the nearly 1,500 census jobs, despite high unemployment and a $10 hourly wage.

There are reports out of Tahlequah, OK, that the 14-county region of the Cherokee Nation has only received half of the applications needed.

Also disturbing was a comment by the Cherokee chief, Chad Smith, who said that some tribal members see no reason to cooperate with the U.S. Government. The largest percentage undercount in 1990 was among the Native American population, and nowhere is trust more of an issue than on reservations. I am very interested in how the Bureau is working to overcome these issues.

I have also read reports that there are employment problems in Kentucky, where nearly half the counties don't have enough enumerators. Many of these areas are rural or non-city-style addresses, and thus are subject to either update leave or list enumerate procedures. Are these rural area problems nationwide or just in isolated pockets? And what is the Bureau doing to alleviate them?

Much of the success of this census hinges on the mail response rate. It is, of course, necessary to prepare a worst-case scenario. What if the anticipated mail response rate is not 61 percent but lower? It will not be sufficient for the Bureau to come before Congress and simply ask for more money. The Members of this body—and rightfully so—will want to know exactly how the money is to be spent, as well as what went wrong with the original plan.

I hope today that Director Prewitt can shed some light on what contingency plans the Bureau has and give us a sense of where we stand just 7 weeks from census day.

As you are aware, Director Prewitt, in your invitation letter you were asked to be prepared to comment on other areas, including: Providing an overview of where we are in the Bureau's operational time line, as well as what key activities and dates lay ahead. What is the status of the Bureau's address listing program and new construction listing program?

How is the data capture system—which retrieves information from millions of census forms—holding up under testing? How is the staffing and operation of the local census offices proceeding?

I look forward to your testimony, Dr. Prewitt, and thank you for appearing in the subcommittee.

[The prepared statement of Hon. Dan Miller follows:]

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STATEMENT OF CHAIRMAN DAN MILLER
SUBCOMITTEE ON THE CENSUS
FEB. 8 HEARING ON CENSUS PREPARATIONS

For almost two years this subcommittee has been actively involved in the oversight of the 2000 Census. This subcommittee has held hearings on subjects as specific as minority outreach to the local update of census addresses. The Ranking Member, Ms. Maloney, and I have held field hearings in Miami, Phoenix and Racine, Wisconsin. We have visited inner city areas and Indian Reservations. We have been to numerous schools and visited with children to talk about the importance of being counted in the upcoming census.

This Congress has followed through on its commitment to give the Census Bureau the resources it requested to conduct a full and accurate census. In fact, the $1.7 billion additional funding requested for the 2000 Fiscal Year was approved this past fall.

Today we are here and the Census has, at long last, begun. Today's hearing will be one in a series to be held during the upcoming months where the Congress will have the opportunity to get regular updates from the Bureau on the status of the 2000 Census. Are things going well? Where are problems? What can Congress do to help?
Once again this committee has before it, Census Bureau Director, Dr. Kenneth Prewitt. In December, Dr. Prewitt was kind of enough to come to my district and join me in census outreach efforts. It was an excellent visit. We spent time in a local high school, spoke to an assembly full of grade schoolers and met with the local community leaders. As Dr. Prewitt can attest, the interest in the census is high.

Director Prewitt last month traveled to Alaska to officially enumerate the first person in the 2000 Census. Arriving in the Bering Sea fishing village of Unalakleet via dog sled, Director Prewitt counted 82-year-old Stanton Katchatag and his wife in their one story cedar frame house. Not only do the native people of Alaska represent a difficult

population to count because of the extreme weather and remote locations, Alaska, in 1990, had the nation's lowest mail response rate at 52%.

Of course, we are hopeful that the $102 million ad campaign will help the response rates rise. I'm sure virtually everyone in this room has heard or seen at least one census ad. Many of us saw the ad that aired during the Super Bowl. I also understand that there is an upcoming shift in the focus of the ad campaign and hope to hear more about it.

Local outreach efforts, combined with the 90 Plus Five campaign, where local governments are being asked to increase their 1990 mail response rate by 5 percent, leave us hopeful that we can break the downward spiral of mail response rates that we have been experiencing for the past three decades. I know that the announcement letters went out last month. How is that program being received by the 39,000 governments nationwide?

Another great task is the massive employment effort that is currently underway. Hundreds of thousands of enumerators must be hired and trained from an applicant pool of some 3 million people. I recently read a news account that on the Navajo reservation near Window Rock Arizona the Bureau is having trouble filling the nearly 1500 census jobs despite high unemployment and a $10 hourly wage.

There are also reports out of Talaqua, Oklahoma that the 14-county region of the Cherokee nation has only received half of the applications needed. Also disturbing was a comment by the Cherokee Chief, Chad Smith, who said that some tribal members see no reason to cooperate with the U.S. government. The largest percentage undercount in 1990 was among the Native American population. Nowhere is trust more of an issue than on Reservations. I am very interested on your perspectives of how the Bureau has been able to overcome these issues.

I have also read reports that there are employment problems in Kentucky where nearly half the counties there don't have enough enumerators yet. Many of these areas are rural or non-city style addresses, and thus subject to either Update Leave or List Enumerate procedures. Are these rural area problems nationwide or just in isolated pockets? What is the Bureau doing to alleviate them?

Much of the success of this Census hinges on the mail response rate. It is of course necessary to prepare for a worst case scenario. What if the anticipated mail response rate is not 61 percent, but lower?

It will not be sufficient for the Bureau to come before Congress and simply ask for more money. The Members of this body, and rightfully so, will want to know exactly how the money is to be spent as well as what went wrong with the original plan. I hope, today, that Director Prewitt can shed some light on what contingency plans the Bureau has and give us a sense of where we stand just seven weeks from census day.

As you are aware, Director Prewitt, in your invitation letter you were asked to be prepared to comment on other areas, including:

Providing an overview of where we are in the Bureau's operational timeline, as well as what key activities and dates lay ahead. What is the status of the Bureau's address listing program and new construction listing program?

How is the data capture system (which retrieves the information from the millions of census forms) holding up under testing? How is the staffing and operation of the Local Census Offices proceeding?

I am aware of the fire that destroyed the LCO in Chicago. I would like to hear how the Regional Office reacted to this unfortunate event, and what contingency plans are in place to deal with the sudden destruction of a Local Census Office due to fire, flooding or other catastrophe.

I look forward to your testimony, Dr. Prewitt. And thank you for appearing before the subcommittee.

Mr. MILLER. Mrs. Maloney.

Mrs. MALONEY. Thank you, Mr. Chairman.

Welcome, Dr. Prewitt. I compliment you on your dedication and commitment, going all the way to Alaska via dog sled to remote areas. I think that is a great testimony of your commitment to making sure that we contact as many people as possible.

I'm glad that we are having this hearing today, and I really want to thank the chairman for agreeing to my request to have it. It is important that, as the Census Bureau begins reviewing for full-scale operations, Congress and the American public stay informed on the progress of the largest peacetime mobilization ever, the U.S. Census civic ceremony.

From reading your testimony, Dr. Prewitt, it appears that the 2000 census operations are on schedule and on budget. Things seem to be going according to plan. Recruiting is on track, if not ahead of schedule; 520 local census offices are open and operational. There should be one in each Congressional District. The paid advertising campaign is moving smoothly into its most active phase. And the address list is nearly complete.

I must say I was thrilled, as the chairman mentioned, when we saw the ad on the Super Bowl, and I had received from Dr. Prewitt's office a huge book that has a listing of when the advertisements are going to be on the air so that Members of Congress can let their constituents know, let the groups that are working with them know, so that they can be watching and getting the word out.

Considering the voices of gloom and doom that were prevalent a year ago, I think we can all take pride in the excellent work of the career professionals at the Census Bureau.

Thank you very much.

Additionally, we in Congress should be pleased that we were able to produce, in the best bipartisan manner, $4.5 billion the Bureau told us that they needed, amidst a tremendously complicated budget scenario.

In spite of all the good tidings for the census, there is nothing we or the Census Bureau can do to prevent complications that probably will arise. Of course, there are going to be problems. You cannot conduct an operation of this scale without some problems. Hiring over half of a million people, training these half of a million people, and sending them out into the field is a daunting task.

I know today we will hear from Director Prewitt that the hiring process is on track, but what if, for example, the mail-back response rate is less than we expect? Or what if, the economy doing so well, the Bureau cannot find enough workers to conduct the census?

Let me be clear. I do not think these things will happen. I believe that this census will be one of the best in our Nation's history. Do you hear that, Dr. Prewitt? And I am confident that the extensive planning the Census Bureau has done over the last decade will pay off. But that does not mean that we should not prepare for all contingencies, as the GAO has suggested.

I have introduced legislation, H.R. 3581, to create a contingency fund for the 2000 census. If there are problems with the mail response rate or with the hiring program, funds need to be available

to respond to glitches fast so that the larger job can be done on time.

Following on recommendations from the GAO report, my bill would also expand the labor pool for specific groups of people, including active duty military personnel and individuals who have received buy-outs from the Federal Government.

Last, it would allow recipients of Federal assistance to work for the census without a loss of benefits. This is a great idea, one that was originally included in a bill that my friend and colleague, Carrie Meek, introduced. This bill has been reported out of the Government Reform Committee with the chairman's support.

These are common-sense preventatives to ensure a good census.

As I've said, Mr. Chairman, I am happy to learn that every time table and task for the 2000 census is currently on track. I look forward to hearing the details of the many census operations from our esteemed witness, the Honorable Kenneth Prewitt.

Thank you, Mr. Chairman.

[The prepared statement of Hon. Carolyn B. Maloney follows:]

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Statement of the Hon. Carolyn B. Maloney
Hearing on the Status of Census 2000 Operation

February 8, 2000

Thank you Mr. Chairman, and welcome Dr. Prewitt

I am glad we are having this hearing today, and I want to thank the Chairman for agreeing to my request for it. It is important that as the Census Bureau begins revving up for full-scale operations, Congress and the American public stay informed on the progress of the largest peace-time mobilization in American history. And from reading your testimony Dr. Prewitt, it appears that the 2000 Census operations are on schedule and on budget.

Things seem to be going according to plan. Recruiting is on track, if not ahead of schedule; 520 local census offices are open and operational; the paid advertising campaign is moving smoothly into its most active phase; and the address list is nearly complete. Considering the voices of gloom and doom that were prevalent a year ago, I think we can all take pride in the excellent work of the career professionals at the Census Bureau. Additionally, we in Congress should be pleased that we were able to produce the $4.5 billion the Bureau told us they needed, amidst a complicated budget scenario.

In spite of the good tidings for the Census, there is nothing we, or the Census Bureau, can do to prevent complications. Of course, there will be problems. You can not conduct an operation of this scale without them. Hiring over a half of million people, training these half a million people and sending them out into the field it is a daunting task. I know today, we will hear from Director Prewitt the hiring process **is on track**. But what if, for example, the mailback response rate is less than we expect, or what if, with the economy doing so well, the Bureau can not find enough workers to conduct the Census.

Let me be clear, I do not think these things will happen. I believe that this Census will be one of the best in our nation's history. I am confident that the extensive planning the Census Bureau has done over the last decade will pay off. But that does not mean that we should not prepare for all contingencies, as the GAO has suggested. I've introduce legislation, HR 3581, to create a contingency fund for the 2000 Census. If there are problems with the mail response rate or with the hiring program, funds need to be available to respond to glitches fast so that the larger

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job can be done on time. Following on recommendations from the GAO report, my bill would also expand the labor pool for specific groups of people, including active duty military personnel and individuals who have received buy-outs from the federal government. Lastly, it would allow recipients of federal assistance to work for the Census without a loss of benefits. This is a great idea which was originally included in a bill introduced by Rep. Carrie Meek, and which has been reported out of the Government Reform Committee with the Chairman's support. These are common sense preventatives to ensure a good census.

As I said, Mr. Chairman, I am happy to learn that every time-table and task for the 2000 Census is currently on track. I look forward to hearing the details of the many Census operations from our witness, Director Prewitt.

Thank you Mr. Chairman.

Mr. MILLER. Mr. Davis.

Mr. DAVIS. Thank you, Mr. Chairman. I think I'll make a few comments.

Given the fact that this is the beginning of the new millennium and it is also the first time that we've come together, I simply want to indicate how much pleasure I got from working with both you and the ranking member in the old millennium planning what we're going to do in this one.

Mr. Chairman, let me commend you for calling this hearing to examine the status of operations for the 2000 census. Likewise, I'd also like to thank Dr. Prewitt and the Census Bureau for his not only being here today, but for the tremendous work that they've done getting us to this point.

As we rapidly prepare for the 2000 census, the largest peacetime mobilization, it is important that we continue to examine the status of key operations.

In addition to examining the status of these operations, it is also important that community leaders at every level get fully involved.

I'm pleased to note that my own Full Count Committee in Chicago has been actively engaged in raising the awareness of the importance of participation in the 2000 census.

Also, last week I joined with Mayor Daley and other community leaders in my District to underscore how critical the census is in determining services, programs, and representation. That particular community was seriously undercounted in the 1990 census.

Our charge, with our increased technology and understanding of the past, is to ensure that we get better and better and better at conducting this important activity.

The Census Bureau's commitment to the $102 million paid advertising campaign is, in fact, working, and is serving to heighten awareness of the 2000 census. There were, of course, the advertisements that all of you who watched the Super Bowl saw and on radio, ads in magazines and newspapers, and I've seen the ads on billboards.

This commitment to advertisement in rural and urban communities could serve the goal of greater participation of the 2000 census. Ultimately, greater participation will require the trust of the people to return those forms and to answer the call of census enumerators.

I also would like to take this opportunity to commend my city, the city of Chicago, for the tremendous effort that has been put forth by city government to raise awareness and the comprehensive program that has been put together under the leadership of Mayor Daley.

I also want to commend the Chicago media, both its print and electronic. I've seen editorials in the "Chicago Sun Times," in the "Chicago Tribune," in the "Chicago Daily Defender" alerting people to the fact that there is nothing to fear, and that, in all likelihood, Franklin Delano Roosevelt could be quoted when he said that the only thing that they have to fear would, in fact, be fear, itself, but that this data, this information cannot be used, will not be used, has not been used for any purpose other than to count the people.

I look forward to the testimony of Dr. Prewitt, and certainly know that he is going to shed some additional light on those challenges which are ahead.

I thank you, Mr. Chairman, and yield back the rest of the time.

[The prepared statement of Hon. Danny K. Davis follows:]

STATEMENT OF REPRESENTATIVE DANNY K. DAVIS
"Oversight of the 2000 Census"
February 8, 2000

Mr. Chairman, I would like to commend you for calling this hearing to examine the status of operations for the 2000 Census. Likewise, I would like to thank Dr. Kenneth Prewitt the Census Bureau Director for being here today. As we rapidly prepare for the 2000 Census—the largest peacetime mobilization it is important that we continue to examine the status of key operations.

In addition to examining the status of operations, it is important that community leaders at every level get involved. I am pleased that my full count committee in Chicago has been actively engaged in raising the awareness of the importance of participation in the 2000 Census. Also, last week I joined Mayor

Daley and other community leaders in my district to underscore how critical the Census is in determining services, programs, and representation. That particular community was seriously undercounted in the 1990 Census. Our charge with our increased technology and understanding of the past is to ensure that we get better at conducting the Census and not worse.

The Census Bureau's commitment to a $102 million dollar paid advertising campaign is serving to heighten awareness of the 2000 Census. There were advertisements during the Super Bowl, ads on the radio, ads in magazines and newspapers, and I have seen ads on billboards. This commitment to advertisement in rural and urban communities could serve the goal of

greater participation in the 2000 Census. Ultimately, greater participation will require the trust of the people to return those forms and to answer the call of Census Enumerators.

City of Chgo
Chgo - Greater
Grant and Veterans

Today, I am interested in hearing the progress that has been made in hiring the thousands needed to canvass the communities for the 2000 Census, and whether there have been any complications. Also, I am interested in hearing any projections that you may have regarding the anticipated response rate. Finally, I look forward to hearing Dr. Prewitt expound on the challenges that confront us as we prepare for the 2000 Census.

Thank you.

Mr. MILLER. Dr. Prewitt. With you is Mr. Waite, Mr. Raines, Ms. Marks, and Ms. Dukes. Why don't you all come forward and be sworn, just in case your testimony is needed.

[Witnesses sworn.]

Mr. MILLER. Director Prewitt, your opening statement, sir.

STATEMENT OF KENNETH PREWITT, DIRECTOR, BUREAU OF CENSUS, ACCOMPANIED BY MR. WAITE, MR. RAINES, MS. MARKS, AND MS. DUKES

Dr. PREWITT. Thank you very much, Mr. Chairman, Mrs. Maloney, Mr. Davis. I do want to begin by thanking you for your leadership in establishing the bipartisan congressional support for this census effort. The partnership with Congress has taken off in quite impressive ways, and that partnership does send a strong message across America that all of us have to be united in the goal of achieving a complete and accurate census.

The congressional partnership is launched. Members of Congress have really taken on the challenge promoting the census—local town hall meetings, public service announcements, local census grand openings, publicizing census jobs, and, obviously, rather heavy use of your own congressional newsletters.

What I will do in these oral remarks is to quickly, and therefore necessarily superficially, offer a broad overview of current progress. My written testimony attempts to cover specific issues raised in your invitation letter in more depth.

The major message is that census 2000 is on track, is on schedule. Were this not so, I would be bringing it to your attention. There is no doubt in my mind that we will need the full support of Congress, particularly of this committee, were we to foresee or encounter any major threats to successful census.

Since I reported to you last fall, the actual enumeration for census 2000 has begun. We have produced a master address file containing approximately 120 million addresses, have printed the questionnaires that will go to each of these addresses, have opened up all 520 local census offices, are intensely promoting the census, and actively seeking to hire the army of workers we will need to do the job.

As we speak, census takers are systematically canvasing the remote areas of Alaska to complete a questionnaire for each housing unit and its inhabitants. And, as was referenced, I did have the honor of conducting the first enumeration in Unalakleet, AK, a village on the Bering Sea about 400 miles northwest of Anchorage.

I do want to put into the record that I was under the supervision of a team leader, because I was considered a trainee, and I would tell you that I was quite moved. After I finished that first enumeration, the first one in the Nation, first one in the millennium, if you will, I had a lump in my throat and I felt very proud to have initiated what we know will be a very major, successful census. Indeed, if the warm welcome that we received in Unalakleet, including whale blubber, for which some of us did acquire a taste—it is an acquired taste—if that warm welcome can be replicated throughout this country, we will, indeed, have a successful census.

What Unalakleet means is, "The wind that blows to the east." What we tried to signal with that successful enumeration—we've

now counted 100 percent of that village—is to try to send a signal across the country that if we can do 100 percent in a remote village on the edge of the Bering Sea, we should be able to do 100 percent in the rest of the country.

Why are we already counting the people in remote Alaska? Because travel is easier now than it will be when the spring thaws make the villages inaccessible, and many Alaska Natives who congregate in their villages in winter will have dispersed to fish and hunt.

This is just one of the many examples where the Census Bureau has crafted procedures to meet very specific enumeration challenges.

The next big field operation begins March 3rd. Census enumerators will deliver questionnaires to some 20 million housing units in the update/leave areas of the country. These areas are those with different address types, mostly in small towns and rural areas where the address systems have less geographic structure.

Census enumerators, in addition to leaving a questionnaire at each house, will also check for any missing addresses. This is what we mean by the "update" part. We update our address file.

And, of course, householders are expected to mail back the form in the postage paid envelope.

Then, beginning March 13th continuing through March 15th, U.S. Postal Service will deliver questionnaires to some 98 million addresses in the mail out and mail back areas of the country. These are areas where the housing units have city-style addresses, such a 101 Main Street.

These addresses are mostly in major urban centers, but also in many small-and mid-sized towns and some rural areas. As in update/leave areas, householders are expected to return the mail.

Also, beginning March 13th and continuing through March and April, census enumerators will visit slightly less than a million housing units in list enumerate areas, similar to remote Alaska but where an early start was not dictated by special conditions. These are remote rural areas or areas of significant seasonal resident populations where it is not efficient to compile a pre-census address list. At the time census enumerators visit these housing units, they will also list the unit and complete the questionnaire; thus, there is no separate non-response followup for these areas because, indeed, we will have their information.

Obviously, for housing units not returning the census form, currently estimated at approximately 46 million, we will send enumerators in the non-response followup operation. This operation is scheduled to begin April 27 and will continue for 10 weeks until July 1st. That 10-week period is, of course, an average. Some areas will require less time and some more.

Let me turn quickly to marketing. Through our marketing program, we are aggressively seeking to encourage response to the census so that we can keep the non-response workload as small as possible. We began our paid advertising campaign last November, placing ads to educate people about the importance and potential benefits of the census. We have now entered the second phase of our paid advertising campaign, designed to motivate response with the message, "This is your future. Don't leave it blank."

During the months of February and March, census 2000 will be among the top two or three advertisers in the Nation. Ads will appear on every television network and on cable television, radio, magazines, newspapers, billboards, subways, buses, and so on.

Overall, the census 2000 advertising campaign will comprise some 250 different creative elements and more than 130,000 individual media placements.

Paid advertising is just one piece of the Census Bureau's integrated marketing strategy for census 2000. The other pieces include partnership; the package that includes the advance letter, questionnaire, and thank you reminder post cards; media relations; promotions and special events—many of which have already been referenced in your opening comments.

Each of these pieces has its own strengths, and by working in concert we hope we will reach and motivate everyone to participate in the census.

Of these, partnership is perhaps the most important. We already have some 55,000 partnership agreements and Complete Count Committees in State, local, and tribal governments, businesses, national, and community-based organizations. Educators have ordered over 800,000 teaching kits for use in our Census in Schools initiative.

Next week, 12 recreational vehicles, one in each census region, will set out across the country to promote census 2000. We have a very high-profile launch event planned for next Tuesday, February 15th.

Each of these vehicles will be equipped with exhibits, videos, printed information and other giveaways to spread the message that census 2000 is on the way. This road tour is designed to generate media attention in various markets, from small towns to large cities, and enhance the efforts of our partnership and media specialists.

Finally, as the chairman has referenced, we have launched an initiative to encourage grassroots participation in every town, city, county, State, and tribal area in the Nation. We are providing the highest elected official, as well as Members of Congress, with tool kits that include sample news releases, articles, talking points, and other written materials; a dedicated website to enable participants to obtain updated information and download promotional materials; and a toll-free number to allow elected officials to call for additional information.

In this campaign, we are challenging communities to increase their overall response rates in census 2000 by at least 5 percentage points over their 1990 level. This component, called "90 Plus Five," is setting a public target for mail-back of 70 percent nationwide. That is a 5 percent increase from the 1990 base.

To draw maximum public attention to this effort, mail-back response rates for each jurisdiction will be posted on the Internet and otherwise made public and updated daily from March 27 to April 11. It will then be followed by a second component, Because You Count, which is aimed at increasing cooperation with census enumerators when they come knocking on doors.

We are making every effort to convert this census into a civic event of the highest order.

We are gratified by the enthusiastic, even exuberant, involvement in the census by so many partners and local governments. I might note, however, that many of the promotional events are independently planned and managed. They are not, even indirectly, under the control of the Census Bureau. It is likely that the exuberance at times will generate events or materials that might receive less than positive public response. I hope that this committee will appreciate that not every news story or letter from a constituent about the census will be describing something that the Census Bureau, itself, is responsible for.

Turning quickly then to hiring—clearly, one of the key challenges to a successful census is our ability to recruit hundreds of thousands of short-term, part-time workers in an exceptionally tight labor market. Hiring is progressing well, and at this time we have no reason to believe that we will be unable to reach our goal.

We have met hiring goals for every operation thus far, and in early January we launched a blitz to hire 500,000 temporary census workers to fill the 860,000 jobs we will need in 2000, most of which will be for non-response followup.

We believe we will need to test 3 million individuals for these jobs, about 6 per position, because of anticipated turnover, applicants who fail background checks, and so forth.

More specifically, we want to have a qualified applicant pool of 2.4 million individuals. Our goal, of course, is to hire local people who are familiar with their communities.

So far, we have recruited nearly 1.2 million qualified applicants, half of the total needed and slightly ahead of our target for February 1st. April 19th is our target date for the qualified applicant pool of 2.4 million.

To keep on target with recruitment goals, we are using paid advertising on television, radio, print ads, and on buses. We've also established a job information site on the Internet. In one recent week, we had over 400,000 calls to our telephone job line and nearly 700,000 hits on our Internet recruitment site, so there is great and, we believe, growing interest in census jobs.

We are partnering with a number of organizations to help us achieve our goal. I will mention just two under a grant from the Department of Labor. Goodwill Industries is working to identify welfare-to-work participants who are qualified for census jobs and is using its retail stores to distribute recruiting information to individuals who are not in the welfare-to-work program.

We are also partnering with the Corporation for National Service, which has 30,000 partner agencies with more than 700,000 volunteers in its three programs, and they are assisting us in our recruitment efforts.

Then, sir, I want to make quick reference to our contractors. As part of this progress report, I want to remind the committee that a significant percentage of our budget is contracted out to private industry, with a paid advertising campaign, of course, but also for data capture, telephone assistance centers, network operations, electronic data dissemination, and other key operations.

These technological contracts add up to approximately $1 billion. Yesterday, we convened senior officials from Lockheed Martin, TRW, Unisys, IBM, and other contractors. Each company reported

on its progress to date. The uniform message is that they are ready to go. More than that, these senior officials publicly expressed their pride at being associated with census 2000 and their individual and collective commitment to work noncompetitively in this endeavor and, in fact, to go the extra mile.

Mr. Chairman, I conclude these opening remarks with a pledge under oath to this committee. The Census Bureau is now engaged in the massive, complex effort, one that the GAO has described—and as you all have referenced—as the largest peacetime mobilization in the Nation's history. Literally hundreds and hundreds of individual operations are already underway, and every Census Bureau employee responsible for some part of census 2000 is fully engaged.

At the same time, this committee, the General Accounting Office, the Congressional Monitoring Board, and other units of the Government must fulfill their appropriate oversight functions.

I very much appreciate that, in discharging this committee's oversight responsibilities, you, Mr. Chairman, have taken into account that the census is underway and that we are fully engaged.

I also report to you that I met a few days ago with senior officers of the GAO, and we jointly agreed that the principle that should guide GAO oversight at this stage is constructive engagement, the phrase that was introduced by Nancy Kingsbury, Assistant Comptroller General.

I have written the co-chairs of the Congressional Monitoring Board asking for a meeting to review how best to ensure that its considerable oversight activities are conducted in a manner compatible with the intense operational pressures we now face.

My pledge to you and to other oversight agencies is that we will bring to your attention quickly any operational crisis that could put the census at risk. Obviously, in an effort of this complexity and enormity, there will be dozens of small-scale problems every day. I could give you examples of today's issue. The ones of last week have been solved. The ones of next week are not yet known to us.

My pledge is not to try to inform you of each and every one of these small-scale issues, but to take seriously my responsibility to inform you if we foresee or encounter a problem that could put the census at risk.

As of today, the important word is that no such threat is in view. Census 2000 is on track and on schedule.

Thank you.

[The prepared statement of Dr. Prewitt follows:]

PREPARED STATEMENT OF

KENNETH PREWITT

DIRECTOR, U.S. BUREAU OF THE CENSUS

Before the Subcommittee on the Census

Committee on Government Reform

U.S. House of Representatives

February 8, 2000

Mr. Chairman, Mrs. Maloney, and Members of the Committee:

I want to begin by thanking you for your leadership in establishing the bipartisan congressional support for a public partnership between the Congress and the Census Bureau to promote the decennial census. It sends a strong message all across America that all of us should be united in the goal of achieving a complete and accurate Census 2000. Since this partnership was launched, Members of Congress have really taken on the challenge of promoting Census 2000, including holding local town hall meetings, producing public service announcements, participating in local census office grand openings, and publicizing census jobs and promotional information in congressional newsletters. You, Chairman Miller and Mrs. Maloney, have taken the lead by participating in the Census 2000 campaign launch and holding your own Census in Schools events in your districts, and we hope many Members will do the same. All your efforts are very much appreciated.

Census 2000 is Progressing on Schedule

Since I reported to you last fall, the actual enumeration for Census 2000 has begun. We have produced a Master Address File containing approximately 120 million addresses, have printed the questionnaires that will go to each of those addresses, have opened all 520 local census offices, are intensely promoting the census and actively seeking to hire the army of workers we will need to do the job. In short, we are prepared to take the best census that we can.

Census Day, April 1, is 53 days from now, but as we speak, census takers are systematically canvassing the remote areas of Alaska to complete a questionnaire for each housing unit and its inhabitants. I had the honor of conducting the first enumeration on January 19 in Unalakleet, Alaska, a village on the Bering Sea about 400 miles northwest of Anchorage. I was under the supervision of a team leader because I was considered a trainee. If the warm welcome we received from the residents of snowy Unalakleet can be replicated throughout this great country, we will indeed have a successful census. Why are we already counting people in parts of Alaska? Travel is easier now than it will be when the spring thaws make the villages inaccessible and many Alaska Natives, who congregate in their villages in winter, will disperse in the spring to fish and hunt. This is just one of many examples where the Census Bureau has crafted procedures to meet specific enumeration challenges so that we can achieve as complete a count as possible in Census 2000.

So Census 2000 has begun in Alaska. In a little over 3 weeks, beginning March 3 and continuing throughout March, census enumerators will deliver questionnaires to some 20 million housing units in what we call update/leave areas of the country. These areas have several different address types, mostly in small towns and rural areas where address systems have less geographic structure. For example, an address might be "Rural Route 1" or it might be a postal box number. Census enumerators, in addition to leaving a questionnaire at each address, will also check for any missing addresses. Householders are asked to complete the questionnaire and mail it back in the postage-paid envelope.

In about five weeks, beginning March 13 and continuing through March 15, the U.S. Postal Service will deliver questionnaires to some 98 million addresses in what we call mailout/mailback areas of the country. These are areas where the housing units have city-style addresses, such as "101 Main Street" or "310 Oak Street, Apt. A." These addresses are mostly in major urban centers but also in many small and mid-sized towns and some rural areas. As in update/leave areas, householders are asked to complete the questionnaire and mail it back.

Also beginning March 13 and continuing throughout March and April, census enumerators will visit fewer than a million housing units in what we call list/enumerate areas. These are remote rural areas or areas with significant seasonal resident populations where it is not efficient to compile a precensus address list. At the time census enumerators visit each housing unit, they will list the unit and complete a questionnaire. There is no separate nonresponse followup in these areas because residents are not asked to mail back their questionnaires.

Because not everyone in mailout/mailback and update/leave areas will complete and mail back their census questionnaires, we estimate we will have to send enumerators to visit approximately 46 million housing units in the nonresponse followup operation. Nonresponse followup is scheduled to begin April 27 and will continue for 10 weeks until the first week of July.

Marketing

Through our marketing program we are aggressively seeking to encourage response to the census so that we can keep the nonresponse workload as small as possible. We began our paid advertising campaign last November, placing ads to educate people about the importance and potential benefits of the census. We have now entered the second phase of our paid advertising campaign designed to motivate response with the message "This is Your Future. Don't Leave it Blank." We kicked off the motivational phase of our advertising campaign during the second quarter of the Super Bowl game. The 30-second ad focused on education and how returning the census forms can lead to local funding to ease school overcrowding.

During the months of February and March, Census 2000 will be among the top two or three advertisers in the nation. Ads will appear on every television network and on cable television, radio, magazines, newspapers, billboards, subways, buses, and so on. Overall, the Census 2000 advertising campaign will comprise some 250 different creative elements and more than 130,000 individual media placements.

Paid advertising is just one piece of the Census Bureau's integrated marketing strategy for Census 2000. The other pieces include partnerships, the direct mail package (advance letter, questionnaire, and thank you/reminder postcard), media relations, and promotions and special events. Each piece has its own strengths and by working in concert will reach and motivate everyone to participate in Census 2000.

As I have said previously, partnership is the most important of these pieces. We already have some 55,000 partnership agreements and Complete Count Committees in state, local, and tribal governments, businesses, and national and community-based organizations. Educators have ordered over 800,000 teaching kits for use in our Census in Schools initiative.

In January, Secretary Daley and I announced a new initiative to encourage grassroots participation in Census 2000 in every town, city, county, state, and tribal area in the nation. We are calling this initiative "How America Knows What America Needs." We are providing local elected officials with tools to use in encouraging their constituents to complete and mail back their census forms and to cooperate with enumerators. These tools include sample news releases, articles, talking points, and other written materials; a dedicated website to enable participants to obtain updated information and download promotional materials; and a toll-free number to allow elected officials to call for additional information. We are also challenging communities to increase their overall response rates in Census 2000 by at least five percentage points over their 1990 level. We are calling this component *'90 Plus Five*, which means we are encouraging a 70 percent national response rate--the 65 percent from 1990 plus 5. To gauge progress, Census 2000 response rates for each jurisdiction will be posted on the Internet and updated daily from March 27 to April 11. A second component of "How America Knows What America Needs" is called *Because You Count.* This component is aimed at increasing cooperation with census enumerators when they come knocking on doors.

Our goal with the "How America Knows What America Needs" initiative is to convert the census into a civic event of the highest order. As of now, more than 700 government entities have become official partners in this campaign.

On February 15, 2000, 12 vans will set out from 12 locations across the country to promote Census 2000. They will operate until April 15. Each vehicle will be equipped with exhibits, videos, printed information, and other giveaways to spread the message that Census 2000 is on its way. This Road Tour is designed to generate media attention in various markets--from small towns to large cities--and enhance the efforts of our partnership and media specialists. Each of these 12 "mobile headquarters" is a rolling resource to help our thousands of partners and Complete Count Committees promote the census in their organizations, communities and governments. It will also reinforce the advertising messages that will be on television, radio, billboards, and in magazines and newspapers.

Hiring

Hiring is progressing well and we have no reason, at this time, to believe that we will not reach our goals. We have met our hiring goals for every operation thus far. In early January, we launched a blitz to hire some 500,000 temporary census workers to fill about 860,000 Census 2000 jobs, most of which will be for nonresponse followup. Some temporary workers will hold more than one job. We believe we will need to recruit 3 million individuals to apply for these jobs--six per position--because of anticipated turnover, applicants who fail background checks, and so on. We want to have a qualified applicant pool of 2.4 million individuals. Our goal is to hire local people who are familiar with their communities and committed to a successful count in their own neighborhoods. So far, we have recruited nearly 1.3 million qualified applicants, slightly more than half of the total needed, and slightly ahead of our target. Our goal is to reach 100 percent recruitment by April 19.

Pay rates range from $8.25 to $18.50 depending on locality, hours are flexible, and U.S. citizenship is not required, so we encourage legal residents 18 years old and over to call the toll-free number, 1-888-325-7733, if they are interested in applying.

To keep on target with recruitment goals, we are using paid advertising on television, radio, print ads, and on buses. We have also established a job information site on the Internet. In one recent week, we had over 400,000 calls to our telephone jobline and nearly 700,000 hits on our Internet recruitment pages, so there is great and growing interest in census jobs.

We are partnering with a number of organizations to help us achieve our goals. I will mention just two such partnerships. Under a grant from the Department of Labor, Goodwill Industries is working to identify welfare-to-work participants who are qualified for census jobs and is using its retail stores to distribute recruiting information to individuals who are not in the welfare-to-work program. We are also partnering with the Corporation for National Service, which has 30,000 partner agencies with more than 700,000 volunteers in its three programs, to assist us in

our recruitment efforts.

Now, Mr. Chairman, I will address the specific issues in your letter of invitation.

Specific Issues Listed in the Letter of Invitation

- **The status and a brief overview of the Census 2000 operational timeline, and what key activities and dates lay ahead. Please include, but do not limit your testimony to, the date that census questionnaires are mailed to households, the cut-off date for processing mailed questionnaires that households mail back to processing centers, and the start date for non-response follow-up.**

I provided some key dates earlier in the testimony. I will just provide some additional ones here.

On March 3, we will begin telephone questionnaire assistance operations and these will run through June 8. There will be 6 toll-free telephone numbers (in English, Spanish, Chinese, Korean, Vietnamese, and Tagalog) people can call to get assistance in filling out their questionnaire, get replacement questionnaires, get language assistance guides, or provide their census questionnaire information. Beginning March 8 and continuing through mid-April we will conduct questionnaire assistance center operations at pre-designated walk-in sites.

In the first week of March, we will mail out advance letters to nearly every housing unit that we are asking to return their form by mail. The purpose of this letter is to inform householders that they will soon get their questionnaire and to encourage them to mail it back. We also provide an opportunity in this letter for those who want a form in Spanish, Chinese, Korean, Vietnamese, or Tagalog to request one.

Beginning on March 20, we will mail out a reminder card to those housing units we are asking to return a form by mail. Many will have already mailed back their forms, but this reminder will spur others to do so as soon as possible.

On March 27, and continuing through March 29, we will conduct the enumeration of persons with no usual residence at shelters and outdoor locations, and who use soup kitchens and mobile food vans. Specific operations will be conducted on specific days during this period.

April 11 is the cutoff date for identifying housing units that have not mailed back a questionnaire so we can include them in the nonresponse followup workload. We will continue to receive and process mail returns after that date. On April 17, we will produce a late mail return file that we will transmit to the local census offices so they can delete those addresses from their nonresponse followup assignments. Our schedule calls for us to complete mail-return data capture by May 27.

- **The status of the Census Bureau's address listing programs and the New Construction Program.**

As I testified last September, LUCA has been a big success. Nearly twice as many local and tribal governments are participating in LUCA as participated in the equivalent 1990 program. Nearly half of the Nation's 39,000 local and tribal governments, covering about 85 percent of all addresses, participated in LUCA. LUCA and block canvass operations added a net 5.5 million addresses in mailout/mail back areas. We are completing the Census Bureau's last phase of the Local Update of Census Addresses (LUCA) Program by providing final determination materials to participants. The final determination materials indicate, as a result of our field checks, our response to each of their LUCA suggestions, i.e., which addresses submitted by local participants we have accepted.

Localities are using these results to decide whether they wish to appeal any addresses to the Census Address List Appeals Office, an independent office established by the Office of Management and Budget in accordance with the provisions of Public Law 103-430. The Appeals Office reports that it has thus far processed about 45,000 addresses from eligible entities. Of those 45,000 appealed addresses, the Appeals Office has accepted about 36,000, rejected about 7,000, and the rest are under review. If we do not receive a questionnaire from an address added as part of the Appeals process, and if we have not already field-verified the address, an enumerator will visit the address and, if it was occupied on Census Day, conduct an interview.

We have started the mailout of materials, address lists and maps, for nearly 5,900 entities that indicated they want to participate in the New Construction Program. This program will allow entities to identify the addresses of houses that have been built since the Census Bureau did block canvassing in the winter/spring of 1999. Census enumerators will visit these housing units and, if occupied, conduct an interview.

- **The upcoming shift in the Census 2000 paid advertising campaign. Please be prepared to answer questions about advertising buys in Subcommittee Members' home districts. In addition, please provide written documentation of the flight schedules by Census Bureau region or media market, and detailed explanation of spending including ad purchases, promotional materials and other partnership costs.**

I described earlier the shift of our advertising campaign into the motivational phase. Since Nov. 1, television ads, targeting undecided or passive audiences, as well as those least likely to respond, have been running during daytime programming. Now television ads will appear on every broadcast network in the nation, including ABC, NBC, CBS, Fox, UPN, WB, Telemundo and Univision, as well as many cable networks, such as the International Channel, MTV, the History Channel and many more. Some of the network shows that will air census ads are General Hospital, The Practice, Chicago Hope, Cosby, ER, Frazier, Saturday Night Live, Ally

McBeal, and the Simpsons.

Radio, too, is a critical component of the Census 2000 advertising campaign. Radio network buys have been supplemented by buys on local stations with formats that range from hip-hop to oldies and talk radio to rock. The census ads are being placed in 17 languages. Over the course of the Census Bureau's ad campaign, more than 70,000 radio ads about Census 2000 will be broadcast. And that does not include the many public service announcements (PSAs) that the Census Bureau and some of its partners will be placing and the free advertising that comes with news coverage of the census.

Many national magazines have already carried the Census 2000 message, in articles, ads and editorials. In the next couple of months, ads will be appearing in national newspapers and magazines, such as People, Sports Illustrated, Ebony, Time, Ladies' Home Journal, Hot Rod, Vibe, Essence and hundreds of foreign-language publications.

The print ad campaign does not stop there, however. Local magazines and newspapers around the country, chosen by the Census Bureau's regional census centers for their penetration in hard-to-enumerate communities, will receive Census 2000 advertising.

Even if people do not watch television, listen to the radio or read newspapers or magazines, they will see the advertising as they wait for a bus, ride on a subway or drive down a highway. Census 2000 ads will be placed on bus shelters and on buses, on billboards and in subways. Mobile billboards will be driven to and around community festivals and electronic ads will be played on baseball scoreboards.

Young and Rubicam (Y&R) and its partner agencies have been extremely successful in their media negotiations in getting additional value for the taxpayers' money -- both in terms of money saved and additional time or space. The first requirement of the media buying teams is to negotiate the best prices possible for each ad.

These savings have allowed the Census Bureau to reach its audiences with a number of opportunities that were not considered early in the plan. For example, savings from negotiations were used to purchase the well received spot during the Super Bowl that I mentioned earlier and to place advertising during NBA games.

In addition to cost savings, negotiations by Y&R have generated a significant number of value-added opportunities that allow Census 2000 to be promoted, at no additional cost, more broadly and in a variety of formats. These opportunities have included editorial coverage in African American magazines and newspapers, a presence at Hispanic award shows, Internet banners and DJ endorsements, and additional PSA placements. In the case of the American Indian and Alaska Native effort, the media buy team was able to secure a one-for-one match of PSAs for each paid placement, which doubled the presence of this campaign. Negotiations also secured an unprecedented--at least for government buys--PSA on NBC. To date, value added negotiations

have added $8.7 million to the promotional efforts with no additional costs to the taxpayers.

Overall, the Census Bureau budget includes $199.5 million for FY 2000 for marketing, communications, and partnerships. Of this, about $111 million is for the advertising contract (including over $102 million for media buys), $70 million is for regional and national partnerships (including staffing, in-kind materials, travel, and special promotional events), and $18 million is for "Other Promotions," which includes Census in Schools, national promotional events, media relations, and product development.

I want to comment on one other issue you requested I speak to and that is a breakdown of media spending by state or district. This is something that the Census Bureau is not able to provide for a very simple reason--the Census 2000 advertising campaign is a national campaign. Over half of the media dollars are spent on national television and radio networks and in national newspapers and magazines. It is simply not possible for the Census Bureau or Y&R to determine viewership and costs at sub-national levels. At some point in the future, research can be done to estimate these breakdowns. At present, we do not have the staff or the expertise to achieve this goal.

We do, however, appreciate the desire of members to understand the extent of advertising in their states and districts. Today, over 90 percent of the buys have been completed. In an effort to help you understand the buys and to keep this Subcommittee informed of the media buys, we have supplied to the Chairman and Ranking Member copies of the four-binder Launch Book, which provides detailed information about each of the buys by designated marketing area (DMA), by outlet type, and including specific media names and/or call letters and schedules. I am confident this will give you the information you need to understand how extensive the buys are in your communities.

- **Update on the status of the hiring process. Specifically, provide a breakdown by Census Bureau region of the percent of the requisite applicant pool received to date. Discuss any specific areas or targeted populations for which you fear you may not receive enough applications and explain what you plan to do to overcome this obstacle. Be prepared to answer questions about Subcommittee Members' home districts.**

As I mentioned earlier, we have recruited slightly over half of our overall national goal and are slightly ahead of our target for this time. We are at 54 percent, with a goal of 49 percent for this date. Attachment A provides the recruiting status, by region, for the update/leave operation, the next big field operation that begins March 3. As you can see from the attachment, we have far exceeded our needs for update/leave in every region except one and we do not anticipate any problems reaching our goals there.

Despite the very tight labor market, we believe that there is no shortage of interest in Census 2000 jobs. Our message of competitive wages, flexible hours, and service to community and country has much appeal to those segments of the population that have worked successfully in earlier Census 2000 operations--retirees and individuals who already have full- or part-time positions. The pool of applicants continues to be largely female and over 40 years of age. More than 60 percent are women and more than 65 percent are 40 years or older. This is a very productive and reliable segment of the labor force for the challenging field work that lies ahead.

January through February is our peak recruitment advertising period with local paid advertising complemented by a tremendous outreach effort by our regional and local partnership and recruitment staff. Our recruitment advertising has included targeted direct mail, Hispanic television, transit posters in major urban areas, and ads in publications such as Reader's Digest, Good Housekeeping, Ebony, Ladies' Home Journal, and Modern Maturity and more than 2,000 local publications. Local radio advertising, targeted largely at minority audiences, will run throughout February.

The regions are conducting different operations on different time schedules. For example, one region may have a large update/leave workload and would have the need to accelerate its recruitment over a region that has mostly mailout/mailback. That's because we will be in the field with update/leave in early March, but won't begin major field operations in mailout/mailback areas until late April. At present, we have not identified any specific areas or targeted populations where we will not be able to recruit enough applicants. We are, however, aware of the challenges presented in recruiting individuals from high-income communities where the message of earning additional pay does not resonate. Our regional census centers are adjusting their recruitment approaches to ensure that we are able to hire and retain the number of individuals to carry out census operations in these communities.

- **Data capture systems. Please be prepared to explain the process by which information will be extracted from census forms, duplicate forms tagged, and results of the data capture systems testing.**

Let me first explain how we get people's answers into the computer for processing and tabulation. People will mail back their questionnaires to one of four data capture centers for processing. These are located in Pomona, California, Phoenix, Arizona, Baltimore County, Maryland, and Jeffersonville, Indiana. The first thing that occurs is that the questionnaires are checked in by bar-code so that we know which addresses we have received questionnaires from. Then we will scan the questionnaires--containing 1.5 billion sheets of paper--and take an electronic photograph or "image" of the questionnaire; sophisticated software will provide optical mark recognition and optical character recognition capabilities to read the marked check boxes and any handwritten entries on the questionnaire into the computer. The computer will not be able to read everyone's handwriting, so those images of the questionnaires will be sent to a census worker who will key in the correct responses.

We are in the midst of final testing of the data capture system. Our partners, Lockheed Martin and TRW, successfully completed testing and an operational dry run in the Baltimore, Maryland, Pomona, California, and the Phoenix, Arizona data capture centers. Testing and an operational dry run are underway in the Census Bureau operated center in Jeffersonville, Indiana. We expect this test to conclude later this month. We have added one last test in late-February for all centers to ensure full readiness to begin data capture in March.

Given that there will be multiple opportunities for persons to respond to the census (by mail, telephone, Internet, Be Counted forms, in person), once data collection is complete the Census Bureau will run computer programs that will identify instances of multiple responses that were data captured for a single address. For these cases, the information about persons from the multiple forms will be compared, duplication will be resolved, and a single household will be formed that will subsequently be processed as the census household for the address.

- **Difficulties experienced opening and operating the Local Census Offices.**

All 520 local census offices are now up and running; we have recovered from fire damage in one office--the Chicago Northwest Office. For Census 2000, the Census Bureau entered into an agreement with the General Services Administration (GSA) to conduct the work of leasing, building-out, and equipping offices. This partnership has been very successful. Working under guidelines set by the Census Bureau, the GSA leased space for 520 offices, oversaw the internal construction of the offices, arranged for data and voice telecommunications and provided office equipment and supplies.

Of course, for a program of this size, several problems had to be solved. With the strong economy, there was a very poor market for short-term, small office leases. More time had to be spent by both Census Bureau and GSA staff in locating sites and negotiating leases. The private sector building boom also drew from the same small pool of carpenters, electricians, and plumbers that we needed to build out our offices. Telephone and data line installers had to meet tough deadlines, while at the same time serve their other customers. None of these conditions proved insurmountable, but they did have to be closely managed every day to be sure that the work was done right and on time.

Over the next 10 months, we will be maintaining these offices, again in partnership with GSA. We are preparing a recovery plan to deal with any loss of an office due to fire or other factors. Systems are in place to keep the offices fully supplied and functioning through the census. Again, I want to acknowledge the excellent efforts of GSA in making this partnership work.

- **How Census 2000 partnership programs have progressed including Complete Count Committees and "Be-Counted" site locations.**

I discussed partnerships a little earlier. There are now about 12,000 Complete Count Committees (CCC's), more than three times the number established in 1990. Most of the CCC's

and the partnership organizations are very focused and organized and have come up with innovative, creative, and novel approaches to promoting Census 2000. In addition to CCC-initiated activities, members are actively participating in Census Bureau sponsored activities, such as opening of local census offices.

Our partnership staff are working closely with community groups, business leaders, and local government officials to identify Be Counted sites appropriate to each community. As of February 1, staff have confirmed over 13,000 sites. At these locations, people who believe they did not receive a census form, believe they were not included on a census questionnaire returned by their household, or who have no usual address on Census Day will be able to pick up a Be Counted questionnaire.

Regional staff have also identified over 17,000 questionnaire assistance centers. These centers will provide assistance to individuals who might have difficulty completing the questionnaire because of language or other barriers. Be Counted forms will also be available at these sites.

We are continuing to work with our partners to identify additional Be Counted sites and questionnaire assistance centers.

Additionally, our partnership staff have developed several special initiatives to reach hard-to-enumerate communities. Some of the key initiatives include materials for religious leaders to motivate congregations, outreach strategies to ensure enumeration of students at minority universities, distribution of census promotional materials as part of literacy programs in rural communities, promotional aids to ensure that the hearing and visually impaired are counted, and videos in six languages on how to fill out the questionnaire.

One thing I should point out is that we are entering many thousands of partnerships with exuberant partners who want to help the census effort in any way they can. By the very nature of a partnership, we cannot control all the activities of all of our partners. So, there is the possibility that at some time over the course of the census, some negative publicity may be generated that seems to be linked to the census, but may not in fact be officially sanctioned by the Census Bureau. We are doing our best to always channel the enthusiasm of our partners in the right direction and hope we will succeed.

- **Barriers and procedures unique to conducting a successful enumeration of extremely rural areas, such as Alaska.**

I described earlier the special procedures we have for enumerating the remote areas of Alaska and the list/enumerate areas of the rest of the country. I will add here that some of the difficulties we face in these areas include access to housing units due to poor roads, weather, and other conditions, the expense of traveling long distances between homes, limited lodging for staff, and language and cultural barriers. A death in an Alaska Native village or on an American Indian reservation or a special religious ceremony can halt the enumeration for a period out of respect

for the family and local tradition. Work patterns, particularly in fishing villages and areas with large numbers of migrant workers, can have an impact on the timing and effectiveness of enumeration. Thus the need for special procedures such as those we developed for the remote areas of Alaska. For example, we will have enumerators and *promotorias* in the colonias of South Texas who speak Spanish and understand the culture of these areas, and in other areas we will have specialized recruitment and promotional efforts.

- **Internet response to Census 2000 questionnaires and tabulation processes.**

For the first time, the Census Bureau will provide questionnaire assistance over the Internet and the option of answering the short-form questionnaire via the Internet. The questionnaire assistance effort will provide on-line help to respondents who need help in completing either a traditional paper questionnaire or the web-based Internet short form, as well as providing answers to other frequently asked questions about Census 2000. The Internet data collection option will allow respondents to answer an English language version short-form questionnaire over a special, secure Internet website if they can provide a valid housing unit identification number from their paper questionnaire. There will also be an English language version of the Puerto Rico short form. The Internet questionnaire assistance operation will begin March 3 (we are still determining the end date for this) and data collection will operate from March 3 to April 15, 2000.

Also, for the first time, the Census Bureau will provide Internet access to Census 2000 data through a newly developed system called the American FactFinder. Initial Census 2000 data will be available in early 2001. Data are available now in American FactFinder for the 1990 census, the 1997 Economic Census, the American Community Survey, and the Census 2000 Dress Rehearsal. Data users can use the American FactFinder to select the data they need for the geography of their choice from summary data products. Users will be able to search, browse, retrieve, view, print, save, and download data. Or they can create custom tabulations from microdata files, subject to strict confidentiality standards.

- **Procedures that are in place in the event the initial mail response rate falls below the threshold that you have planned for the entire nation. Please detail some of the contingency plans that are being considered.**

Mr. Chairman, we have put in place a number of contingencies to deal with disasters that would force us to close a regional or local office. Our experience tells us that in an operation as enormous and far-flung as the decennial census, unforeseen events are likely to occur and we will be ready to deal with those. Our agreement with the General Services Administration includes the identification and preparation of alternative space should an office be damaged beyond repair. We also would be able to obtain additional supplies, furniture, and office equipment quickly from the GSA Customer Supply Centers, or we can purchase those on the local market, if necessary. We have emergency supplies of questionnaires available at our National Processing Center in Jeffersonville, Indiana, and at each regional and local census

office. We have established back-up automation systems in our regional census centers and at headquarters. We have arranged to quickly obtain computers and components, as necessary, from our supplier. GSA is working with all telecommunications contractors to participate in assuring that all data lines, as well as voice service, are restored as soon as possible in the event of an emergency.

We have plans to reassign staff from a regional or local census office that is damaged to the nearest office and will work with the GSA to restore any damaged office as quickly as possible. Contingencies are also in place in case of damage to an office specializing in operations needed to conduct the Accuracy and Coverage Evaluation, and we have backup capabilities in two of four data capture centers, in case we have damage in any of them.

You specifically asked about our contingency plans in case of a lower-than-expected mail response. If the mail response rate falls below the 61 percent threshold that we have budgeted for, then the result will be an increased workload for the nonresponse followup operation. It is a challenge to hire and train the staff to conduct this operation, even if we meet our targeted mail response rate, but we are meeting that challenge. We are also confident we will achieve the targeted mail back rate. If we have a lower mail response, as we responded to the General Accounting Office report on contingency planning in December, we would have to come back to talk to the U.S. Congress.

In conclusion, I want to emphasize that Census 2000 preparations and operations are progressing on schedule. Over the next few weeks the census "presence" should be felt everywhere. And I hope that everyone who is here today will do their part and answer the census.

As you know, just yesterday the President submitted the Administration's FY 2001 budget request to this Congress. In FY 2001, the Census Bureau is requesting nearly $720 million of which $393 million is for Census 2000. Key Census 2000 activities must be accomplished in FY 2001, such as closing down the nationwide office network needed to ensure a complete enumeration of the population; delivering to the President state-level population counts required for apportionment; and processing, tabulating and disseminating data below the state-level for use in redistricting efforts, distributing Federal funds, and community planning.

The diminishing level of Census 2000 activities in FY 2001 allows the Census Bureau to focus its resources on other aspects of its mission to collect, process, and deliver timely, relevant, and cost-effective data about the economy and the American people. This is particularly important during times such as these when economic growth is high and the rate of social change increasing. We are requesting new funding to position ourselves to be responsive to the increasing requests from policy-makers for more timely and relevant demographic and economic information on important new or rapidly changing aspects of the Nation's people and economy.

Chairman Miller, I will look forward to briefing you, Chairman Rogers, and other Members of the appropriations subcommittee further on this in March. Mr. Chairman, I will answer any

questions you may have now on the status and progress of Census 2000.

ATTACHMENT A

RECRUITING STATUS--UPDATE/LEAVE OPERATION[1]
(as of 2-7-00)

Regional Office	Recruiting Goal	Total Applicants
Atlanta	43,640	94,695
Boston	36,955	29,779
Puerto Rico	26,590	66,017
Charlotte	83,840	144,000
Chicago	17,635	55,941
Dallas	52,150	151,966
Denver	43,670	133,637
Detroit	33,585	84,006
Kansas City	65,825	96,634
Los Angeles	6,985	57,577
New York	1,490	12,793
Philadelphia	23,905	83,180
Seattle	14,310	167,495
Total	450,580	1,177,720

[1]Total applicants includes only the number of qualified applicants for local census offices with Update/Leave in a region. It also includes those applicants that we plan to use for subsequent operations like nonresponse followup and special place/group quarters enumeration. Qualified applicants are individuals who have submitted an application, taken the census test (non-supervisory or supervisory), passed the background check, and provided all required employment-eligibility documentation.

Mr. MILLER. Thank you, Director Prewitt.

It is exciting to know that the first people in this country have been counted, and the process is going to go very quickly over these next few months.

Let me clarify a couple things on dates.

Initially, for the people that are going to be responding by mail, a card will go in the mail to advise people a census form is on the way, correct?

Dr. PREWITT. The first week of March. Yes, sir.

Mr. MILLER. That's the first week in March. And then on the 13th or so the forms will actually go in the mail?

Dr. PREWITT. Yes. The Post Office is scheduled to mail between March 13th and 15th.

Mr. MILLER. That's a huge undertaking for the Post Office, so you have to work closely with them to prepare for that type of system.

And then another card, a reminder card, will go in the mail——

Dr. PREWITT. During the last week of March.

Mr. MILLER. OK. The design of these cards—somebody is helping with that?

Dr. PREWITT. Yes, sir. They have been researched.

Mr. MILLER. There's a little color to them or something?

Dr. PREWITT. Yes.

Mr. MILLER. OK. Good.

Dr. PREWITT. As a matter of fact, on that particular issue, not too much color. We want to make sure that these don't look like junk mail.

Mr. MILLER. OK.

Dr. PREWITT. And so we did subject them to a lot of testing to try to make them look very official.

Mr. MILLER. Good. That's the idea.

Now, when do you start doing the non-response followup? When the forms come in, they go to four different distribution centers and they're scanned. The envelopes will have a bar code on them, correct?

Dr. PREWITT. Yes, sir.

Mr. MILLER. And that's how you can very quickly tell that day. It's automated to know the response rate.

Dr. PREWITT. When the envelopes come in, they are immediately scanned to the address. We're not yet scanning the questionnaire itself.

Mr. MILLER. Right.

Dr. PREWITT. Only the fact that the envelope has come in, the bar-coded envelope has come in.

Mr. MILLER. And that bar-coded envelope will tell the address of the person?

Dr. PREWITT. Yes.

Mr. MILLER. OK. And that will be fed in so we will know.

Then the non-response followup will begin when? Give me the date.

Dr. PREWITT. April 27th.

Mr. MILLER. April 27th for 10 weeks, until——

Dr. PREWITT. Early July.

Mr. MILLER. Early July. Now, how do you close out? Would you explain how closeout will work on this non-response followup? They'll go knock on the door? I mean, how does that work?

Dr. PREWITT. Our basic rule is that we try to make six contacts per household, three in person and three by phone. We get the phone numbers as best we can by either using, obviously, phone books, other systems, or by asking a neighbor and so forth, so we do have a three visit and three phone call limit. After that, we believe we're not likely to find the person.

Mr. MILLER. How long a period of time will that be over?

Dr. PREWITT. Well, our rules call that visits and phone calls have to be made at different times of the day and different days of the week, so that if you try to find the person on a Wednesday afternoon, then you should go back the next time on a Saturday morning, the next time on a Sunday night, and so forth. And that will be spread across a number of weeks. Of course, you've got an enumerator with a stack of non-response followup households to visit, and they will be doing these during this period of time.

They will then report back to their crew leaders, of course, when they no longer believe that they're able to reach one of those households.

Obviously, we're in a bind at all times in this. We're trying to save the taxpayer money. Every time we send an enumerator to a household we pay their transportation cost, we pay their hourly cost, and if we have reason to believe that after six efforts that we're not likely to get a response, then we won't send them out an 8th, 9th, 10th time. It wouldn't be a prudent use of our resources.

Mr. MILLER. Then what? Then what, after we don't have any response?

Dr. PREWITT. We then do have what we call "closeout procedures," or "final attempt" where possibly you go to proxy interviews, which is to say we ask a neighbor, or someone who might have reason to know who is in that housing unit? Can you give us a rough estimate, as best you can, about the composition of that household, and then we'll record that as a response. It is tagged in the file as a proxy response.

Mr. MILLER. Is this any different from 1990?

Dr. PREWITT. No.

Mr. MILLER. The time for the six contacts—I mean, if someone is on vacation—Easter is late this year, and people are going on holiday vacations. It could be a week or two.

Dr. PREWITT. Right.

Mr. MILLER. So there will be time to spread it out?

Dr. PREWITT. Certainly. Yes, sir. Spread across.

Mr. MILLER. All right.

Dr. PREWITT. And, again, using neighbors often.

Mr. MILLER. Right.

Dr. PREWITT. Saying, "Look, we knocked on the door of somebody down the street, and nobody seems to be home," and they say, "Well, that's because they're gone for 2 weeks." Then we wait 2 weeks. We tag that and we wouldn't come back for 2 weeks. So it's spread across a fairly extensive period of time.

Mr. MILLER. Could you comment some more on this contingency plan? I know in your statement you said you'll come back to Congress, which, of course——

Dr. PREWITT. Right.

Mr. MILLER. And I know there are all kinds of contingencies——

Dr. PREWITT. Yes.

Mr. MILLER [continuing]. From the individual areas that may have a low response rate, or nationwide. I mean, if the response rate is 51 percent, we've got a crisis, obviously.

Dr. PREWITT. Sure.

Mr. MILLER. So can you give me some more explanation what the contingency plan is?

Dr. PREWITT. We have a large number of contingency operations for all kinds of activities, and we can talk about those specifically. What happens if we lose a local office? What happens if something happens in a data capture center? We have numerous, numerous contingencies built into all kinds of our operations—technological backup systems, capacity to move people quickly. If something happens to an office, we would actually be able to reduplicate that office quickly in another office. So we have a lot of those kind of contingency plans.

But I think you are specifically addressing, of course, the question of the mail-back response?

Mr. MILLER. Yes. Let's talk about that.

Dr. PREWITT. Could I spend a few moments explaining the 61 percent? That may help us understand the contingencies that we have to put in place.

Mr. MILLER. OK.

Dr. PREWITT. After 1990, when the initial mail-back response rate came in at 65 percent—down 10 percent, as you know, from the previous decade—the early work of the Census Bureau looking at the pattern of response, responses to other kinds of surveys, the changing demography in the country, and so forth, led us to an estimate as low as 55 percent.

If you'd gone back to Census Bureau documents in the immediate period after 1990, most of the conversation would have been, "We have got to anticipate the possibility of a mail-back response rate as low as 55 percent in 2000."

The Census Bureau then engaged in a number of experiments. The experiments included what would happen if you could make the form more user friendly.

The 1990 form is a FOSDIC-based form, which was also a technological innovation by the Census Bureau. Fill in the circles so it could be data scanned.

Well, when you're doing a FOSDIC form, you have to have much more complicated instructions. So when you look at it, you can open it up and say, "This is just too hard. I'm just not going to do it." And we don't know how many people out there actually don't do the census form because they are intimidated by it, but we do know that, once we designed a more user-friendly form—and you've seen the form, of course. It's very readable. It's simple questions. You just write it in, and so forth. All of that, of course, was based upon the fact that we could do optical scanning recognition. We had a higher quality of technology to do the data scanning in 2000, so

we could design a form where, instead of putting in a four and a seven in two little FOSDIC circles, you could simply write in "47." It also made it a more attractive format.

That's one experiment.

We obviously looked into the whole issue of multiple languages, and we did take the questionnaire up to six languages, as you know, as we've testified before.

We also went to three mailings instead of one mailing.

Another thing we did in 2000 that we had not done in 1990, we make it more prominent on the envelope that this is required by law. That was another experiment.

So we did a series of experiments, and let me be completely candid with you so you won't have to remind me—one of those experiments was also the second mailing experiment.

Setting aside for a moment the second mailing experiment, the other experiments all led us to move from 55 to 61 percent as our estimate. That's the basis of it. It's rooted in some experience with testing different kinds of procedures. Mailing procedures, form procedures, and so forth got us to 61 percent.

Because the Census Bureau is a data-driven organization, it doesn't like to estimate the behavior of the American population where it doesn't have evidence. The 61 percent does not take into account the impact of the advertising campaign or the promotional effort, because we have no experience to sit here and tell the U.S. Congress that that will increase it by 3 or 4 or 5 percent. We just don't know.

Obviously, the fact that we've gone public with the Plus Five campaign is based upon our increasing confidence that we will do better than the 61 percent, but we only have evidence to predict a 61 percent response rate.

That's a long answer, but I wanted you to know that 61 percent wasn't just pulled out of the hat. It was based upon demographic modeling, modeling of response rates, attention to what will happen if you change the form this way, if you send out three mailings instead of just the one mailing, if you use first class instead of third class, and so forth.

Now, what is our contingency plan if it is below 61 percent? There are two big concerns. There are actually a lot of big ones, but I'll just talk about the two biggest ones.

Mr. MILLER. I've gone well past my 5 minutes.

Dr. PREWITT. I'm sorry.

Mr. MILLER. But I'm interested, and I think the rest of the committee is, too.

Mrs. MALONEY. We are, too.

Mr. MILLER. OK. Go ahead.

Dr. PREWITT. Two big concerns, obviously, at this stage. One is if we can recruit enough people to do the job, and the other is the response rate. Those two concerns interact.

Obviously, if we do extremely well with our recruitment pool and the response rate slips a little bit, we still have enough people to go out and do the job. Or if we don't do so well in our recruitment but our response rate is slightly higher, then we're not as anxious about the fact that we only have 1.8 or 2 million people in our applicant pool and not 2.4. Those two things are very tightly linked.

Then there is a third big component, which is the budget. Obviously, we budgeted it at 61 percent and that labor pool. So if the response rate were to dip much below 61 percent, 60 percent, 59 percent, we've got enough flexibility that we think we can recover from that—57 percent, 56 percent, we're very anxious and we're not sure we've got the flexibility and the capacity to recover.

Now, what is our contingency for that? And I'm not trying to be evasive. It depends almost entirely on what's happened to our recruitment pool, because if at that point we're behind in our recruitment as well as having a lower response rate, we actually have a crisis, and we have nothing to say to you as a contingency other than we will have to go out and probably increase the wage rate. That would be one way we would increase the labor pool, and that would, obviously, cost more money. We obviously would have to perhaps extend the time that we're in the field, because if we have got to go out and find—let us use extremes. If it is a 40 percent response rate we can't do non-response followup in 10 weeks, in all likelihood, unless we hired, you know, 3 million people instead of 500,000 people. Even then, the management of that would be not something that we wanted to try to do.

So the contingency plan has got to be—if there's a serious slighting of that response rate, it's got to be figured out in terms of the size of the recruitment pool you've got in place, and if it's insufficient, there's nothing that we can put in place. We can put in a contingency for losing an office. We can put in a contingency for losing a data capture center. We can put in a contingency for address mail-back problems. We can put in a contingency for lots of things. But there is really no thing that you can do if you're really looking at a 55 or 50 percent response rate when we expect it to be 61, short of rebuilding the census, which is what we would have to do.

Since I know this is important, I'll just go on with one other sentence on this. The important thing is, we will know as early as April 1 or 2 whether we will need a hearing on April 12th, which is our date for beginning to cut for non-response followup.

That is, our internal models tell us at what rate we expect to get responses, and for the most part the American people respond to something like this, if they are going to, quickly, and then it begins to taper off. There's no reason to presume that you're going to get them. If you haven't gotten them by April 1st, you're going to get a few more scattered out all the way up into May, but you're not going to get big hunks later on in the period. That we know from lots of experience.

So the important thing is that we will know early—that is, a good 2 weeks before when we have to actually begin to put in a non-response followup process into place. Therefore, when I say "come back and talk to Congress," I mean that fairly seriously. It's not just a throw-away line.

But the important thing is that by the time we actually had a hearing, on April 12th, we would have come in with very clean plans and with a budget that would be required to sort of get us out of this hole which we would have found ourselves in.

Sorry for that long answer.

Mr. MILLER. As you know, the Congress has responded with supplementals in the past, and we stand prepared to move as quickly as necessary, but it is encouraging that 61 percent is kind of the lower end of your expectations, we hope. One time you were projecting, I think, 67 percent, and it dropped.

Dr. PREWITT. Right. That was the second mailing question.

Mr. MILLER. OK.

Mrs. Maloney.

Mrs. MALONEY. Yes. Thank you very much.

I would like to followup on some of the chairman's questions. Do you have examples of your three mailers with you that are going to be going out?

Dr. PREWITT. No.

Mrs. MALONEY. You don't?

Dr. PREWITT. Sorry.

Mrs. MALONEY. Could you send it to us?

Dr. PREWITT. Yes.

Mrs. MALONEY. Could we have a look at it? I'd just like to see them. And maybe we could have them as part of the record so we just have it as part of the official record.

Dr. PREWITT. Yes. Sorry.

[The information referred to follows:]

1a

UNITED STATES DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, DC 20233-2000

OFFICE OF THE DIRECTOR

March 6, 2000

FOR INFORMATIONAL USE ONLY

About one week from now, you will receive a U.S. Census 2000 form in the mail.

When you receive your form, please fill it out and mail it in promptly. Your response is very important. The United States Constitution requires a census of the United States every 10 years. Everyone living in the United States on April 1, 2000, must be counted. By completing your census form, you will make sure that you and members of your household are included in the official census count.

Official census counts are used to distribute government funds to communities and states for highways, schools, health facilities, and many other programs you and your neighbors need. Without a complete, accurate census, your community may not receive its fair share.

You can help in another way too. We are now hiring temporary workers throughout the United States to help complete the census. Call the Local Census Office near you for more information. The phone number is available from directory assistance or the Internet at www.census.gov/jobs2000.

With your help, the census can count everyone. Please do your part. Thank you.

Sincerely,

Kenneth Prewitt
Director
Bureau of the Census

Enclosure

Por favor, vea el otro lado de esta página.
請翻到此頁背面。
본 페이지 뒷면을 보십시오.
Xin xem mặt sau của trang này.
Basahin ang nasa likod ng pahinang ito.

United States
Census
2000

D-5(L)

Todas las personas que viven en los Estados Unidos el 1 de abril del 2000 deben ser contadas en el censo. ¡Por favor, asegúrese de que está incluido!

☐ Por favor, marque este cuadrado y devuelva esta carta inmediatamente en el sobre adjunto con el franqueo ya pagado si necesita un cuestionario en español. Recibirá un cuestionario en español en aproximadamente dos semanas. No complete el cuestionario en inglés que recibirá por correo. Sólo complete el cuestionario en español y devuélvalo tan pronto como sea posible.

每一位于二 2000 年 4 月 1 日在美國居住的人士必須被統計入本次人口普查。請確保您會被統計在內。

☐ 如果您需要中文人口普查表，請在此空格內標上記號，并將此信裝入附帶的已付郵資信封，立即寄回本局。大約兩周後，您會收到一份中文普查表。請不要填寫將收到的郵寄英文普查表，您只需要填妥中文普查表，并立即寄回本局。

2000 년 4 월 1 일까지 미국에 사는 모든 분들은 인구조사에 반드시 포함되어야 합니다. 인구 조사에 본인이 누락되지 않도록 하십시오!

☐ 한국어로 된 인구 조사 설문지가 필요할 경우에는 빈 칸에 체크하여 본 서신을 동봉된 봉투 (우편 요금은 선불되었음) 에 넣어 곧 바로 보내주시면 약 2 주 내로 한국어로 된 설문지를 보내 드릴 것입니다 . 한국어 설문지를 신청하실 경우에는 우편으로 받으실 영문 설문지를 작성하지 마시고 , 한국어 설문지를 작성하셔서 곧 바로 보내 주시기 바랍니다 .

Mọi người cư ngụ tại Hoa Kỳ vào ngày 1 tháng 4, năm 2000, đều phải được đếm trong cuộc kiểm tra dân số. Xin quý vị lưu ý để được đếm!

☐ Xin quý vị điền vào ô này và gửi thư này lại ngay trong phong bì đính kèm đã trả bưu phí nếu quý vị cần một mẫu đơn kiểm tra bằng Việt ngữ. Quý vị sẽ nhận được mẫu đơn bằng Việt ngữ trong khoảng hai tuần lễ. Đừng điền mẫu đơn bằng Anh ngữ mà quý vị sẽ nhận được qua đường bưu điện. Hãy điền đơn bằng Việt ngữ của quý vị và gửi lại ngay.

Lahat ng nakatira sa Estados Unidos sa Abril 1, 2000 ay kailangang mabilang sa census. Tiyakin na kayo ay kasama!

☐ Kung kailangan ninyo ng Tagalog census form, markahan ang kahon at ibalik ang sulat na ito sa kalakip na postage paid na sobre. Matatanggap ninyo ang Tagalog na census form sa loob ng dalawang linggo. Huwag ninyong sasagutin ang Inggles na form na inyong tatanggapin sa koreo. Sagutin ang Tagalog form at ibalik ito kaagad.

Assistance guides in over forty languages are available on the Internet at www.2000.census.gov or by contacting the Local Census Office for information on your nearest Questionnaire Assistance Center.

FOR INFORMATIONAL USE ONLY

1b

UNITED STATES DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, DC 20233-2000

OFFICE OF THE DIRECTOR

March 1, 2000

FOR INFORMATIONAL USE ONLY

In the next few weeks, a census worker will deliver your U.S. Census 2000 form.

When you receive your form, please fill it out and mail it in promptly. Your response is very important. The United States Constitution requires a census of the United States every 10 years. Everyone living in the United States on April 1, 2000, must be counted. By completing your census form, you will make sure that you and members of your household are included in the official census count.

Official census counts are used to distribute government funds to communities and states for highways, schools, health facilities, and many other programs you and your neighbors need. Without a complete, accurate census, your community may not receive its fair share.

You can help in another way too. We are now hiring temporary workers throughout the United States to help complete the census. Call the Local Census Office near you for more information. The phone number is available from directory assistance or the Internet at www.census.gov/jobs2000.

With your help, the census can count everyone. Please do your part. Thank you.

Sincerely,

Kenneth Prewitt
Director
Bureau of the Census

Enclosure

Por favor, vea el otro lado de esta página.
請翻到此頁背面。
본 페이지 뒷면을 보십시오.
Xin xem mặt sau của trang này.
Basahin ang nasa likod ng pahinang ito.

United States Census 2000

D-5(L)(UL)

Todas las personas que viven en los Estados Unidos el 1 de abril del 2000 deben ser contadas en el censo. ¡Por favor, asegúrese de que está incluido!

☐ Por favor, marque este cuadrado y devuelva esta carta inmediatamente en el sobre adjunto con el franqueo ya pagado si necesita un cuestionario en español. Recibirá un cuestionario en español en aproximadamente dos semanas. No complete el cuestionario en inglés que también recibirá. Sólo complete el cuestionario en español y devuélvalo tan pronto como sea posible.

每一位于二 2000 年 4 月 1 日在美國居住的人士必須被統計入本次人口普查。請確保您會被統計在內。

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☐ Xin quý vị điền vào ô này và gửi thư này lại ngay trong phong bì đính kèm đã trả bưu phí nếu quý vị cần một mẫu đơn kiểm tra bằng Việt ngữ. Quý vị sẽ nhận được mẫu đơn bằng Việt ngữ trong khoảng hai tuần lễ. Đừng điền mẫu đơn bằng Anh ngữ mà quý vị cũng sẽ nhận được. Hãy điền đơn bằng Việt ngữ của quý vị và gửi lại ngay.

Lahat ng nakatira sa Estados Unidos sa Abril 1, 2000 ay kailangang mabilang sa census. Tiyakin na kayo ay kasama!

☐ Kung kailangan ninyo ng Tagalog census form, markahan ang kahon at ibalik ang sulat na ito sa kalakip na postage paid na sobre. Matatanggap ninyo ang Tagalog na census form sa loob ng dalawang linggo. Huwag ninyong sasagutin ang Inggles na form na inyo ring tatanggapin. Sagutin ang Tagalog form at ibalik ito kaagad.

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OFFICIAL INFORMATION USE ONLY

2a

United States **Census 2000**

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

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law. Complete the Census and help your community get what it needs — today and in the future!

Start Here

Please use a black or blue pen.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2000?

Number of people

INCLUDE in this number:
- foster children, roomers, or housemates
- people staying here on April 1, 2000 who have no other permanent place to stay
- people living here most of the time while working, even if they have another place to live

DO NOT INCLUDE in this number:
- college students living away while attending college
- people in a correctional facility, nursing home, or mental hospital on April 1, 2000
- Armed Forces personnel living somewhere else
- people who live or stay at another place most of the time

2. Is this house, apartment, or mobile home — *Mark ☒ ONE box.*

☐ Owned by you or someone in this household with a mortgage or loan?
☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
☐ Rented for cash rent?
☐ Occupied without payment of cash rent?

3. Please answer the following questions for each person living in this house, apartment, or mobile home. Start with the name of one of the people living here who owns, is buying, or rents this house, apartment, or mobile home. If there is no such person, start with any adult living or staying here. We will refer to this person as Person 1.

What is this person's name? *Print name below.*

Last Name

First Name MI

4. What is Person 1's telephone number? *We may call this person if we don't understand an answer.*

Area Code + Number

5. What is Person 1's sex? *Mark ☒ ONE box.*

☐ Male ☐ Female

6. What is Person 1's age and what is Person 1's date of birth?

Age on April 1, 2000

Print numbers in boxes.

Month Day Year of birth

→ **NOTE: Please answer BOTH Questions 7 and 8.**

7. Is Person 1 Spanish/Hispanic/Latino? *Mark ☒ the* ***"No"*** *box if* ***not*** *Spanish/Hispanic/Latino.*

☐ **No,** not Spanish/Hispanic/Latino
☐ Yes, Puerto Rican
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Cuban
☐ Yes, other Spanish/Hispanic/Latino — *Print group.*

8. What is Person 1's race? ***Mark ☒ one or more races*** *to indicate what this person considers himself/herself to be.*

☐ White
☐ Black, African Am., or Negro
☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*

☐ Asian Indian ☐ Japanese ☐ Native Hawaiian
☐ Chinese ☐ Korean ☐ Guamanian or Chamorro
☐ Filipino ☐ Vietnamese ☐ Samoan
☐ Other Asian — *Print race.* ☐ Other Pacific Islander — *Print race.*

☐ Some other race — *Print race.*

→ **If more people live here, continue with Person 2.**

OMB No. 0607-0856: Approval Expires 12/31/2000

Form **D-61A**

INFORMATIONAL COPY

Person 2

Your answers are important! Every person in the Census counts.

1. What is Person 2's name? *Print name below.*

Last Name

First Name MI

2. How is this person related to Person 1? *Mark* ☒ *ONE box.*

- ☐ Husband/wife
- ☐ Natural-born son/daughter
- ☐ Adopted son/daughter
- ☐ Stepson/stepdaughter
- ☐ Brother/sister
- ☐ Father/mother
- ☐ Grandchild
- ☐ Parent-in-law
- ☐ Son-in-law/daughter-in-law
- ☐ Other relative — *Print exact relationship.*

If NOT RELATED to Person 1:

- ☐ Roomer, boarder
- ☐ Housemate, roommate
- ☐ Unmarried partner
- ☐ Foster child
- ☐ Other nonrelative

3. What is this person's sex? *Mark* ☒ *ONE box.*

☐ Male ☐ Female

4. What is this person's age and what is this person's date of birth? *Print numbers in boxes.*

Age on April 1, 2000 Month Day Year of birth

→ **NOTE: Please answer BOTH Questions 5 and 6.**

5. Is this person Spanish / Hispanic / Latino? *Mark* ☒ *the* ***"No"*** *box if* ***not*** *Spanish/Hispanic/Latino.*

- ☐ **No,** not Spanish/Hispanic/Latino
- ☐ Yes, Puerto Rican
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Cuban
- ☐ Yes, other Spanish/Hispanic/Latino — *Print group.*

6. What is this person's race? ***Mark*** ☒ ***one or more races*** *to indicate what this person considers himself/herself to be.*

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*
- ☐ Asian Indian
- ☐ Japanese
- ☐ Native Hawaiian
- ☐ Chinese
- ☐ Korean
- ☐ Guamanian or Chamorro
- ☐ Filipino
- ☐ Vietnamese
- ☐ Samoan
- ☐ Other Asian — *Print race.*
- ☐ Other Pacific Islander — *Print race.*
- ☐ Some other race — *Print race.*

→ **If more people live here, continue with Person 3.**

Person 3

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

1. What is Person 3's name? *Print name below.*

Last Name

First Name MI

2. How is this person related to Person 1? *Mark* ☒ *ONE box.*

- ☐ Husband/wife
- ☐ Natural-born son/daughter
- ☐ Adopted son/daughter
- ☐ Stepson/stepdaughter
- ☐ Brother/sister
- ☐ Father/mother
- ☐ Grandchild
- ☐ Parent-in-law
- ☐ Son-in-law/daughter-in-law
- ☐ Other relative — *Print exact relationship.*

If NOT RELATED to Person 1:

- ☐ Roomer, boarder
- ☐ Housemate, roommate
- ☐ Unmarried partner
- ☐ Foster child
- ☐ Other nonrelative

3. What is this person's sex? *Mark* ☒ *ONE box.*

☐ Male ☐ Female

4. What is this person's age and what is this person's date of birth? *Print numbers in boxes.*

Age on April 1, 2000 Month Day Year of birth

→ **NOTE: Please answer BOTH Questions 5 and 6.**

5. Is this person Spanish / Hispanic / Latino? *Mark* ☒ *the* ***"No"*** *box if* ***not*** *Spanish/Hispanic/Latino.*

- ☐ **No,** not Spanish/Hispanic/Latino
- ☐ Yes, Puerto Rican
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Cuban
- ☐ Yes, other Spanish/Hispanic/Latino — *Print group.*

6. What is this person's race? ***Mark*** ☒ ***one or more races*** *to indicate what this person considers himself/herself to be.*

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*
- ☐ Asian Indian
- ☐ Japanese
- ☐ Native Hawaiian
- ☐ Chinese
- ☐ Korean
- ☐ Guamanian or Chamorro
- ☐ Filipino
- ☐ Vietnamese
- ☐ Samoan
- ☐ Other Asian — *Print race.*
- ☐ Other Pacific Islander — *Print race.*
- ☐ Some other race — *Print race.*

→ **If more people live here, continue with Person 4.**

INFORMATIONAL COPY

Person 4

Information about children helps your community plan for child care, education, and recreation.

1. What is Person 4's name? *Print name below.*
Last Name

First Name MI

2. How is this person related to Person 1? *Mark ☒ ONE box.*

- ☐ Husband/wife
- ☐ Natural-born son/daughter
- ☐ Adopted son/daughter
- ☐ Stepson/stepdaughter
- ☐ Brother/sister
- ☐ Father/mother
- ☐ Grandchild
- ☐ Parent-in-law
- ☐ Son-in-law/daughter-in-law
- ☐ Other relative — *Print exact relationship.*

If NOT RELATED to Person 1:

- ☐ Roomer, boarder
- ☐ Housemate, roommate
- ☐ Unmarried partner
- ☐ Foster child
- ☐ Other nonrelative

3. What is this person's sex? *Mark ☒ ONE box.*
☐ Male ☐ Female

4. What is this person's age and what is this person's date of birth? *Print numbers in boxes.*
Age on April 1, 2000 Month Day Year of birth

➔ **NOTE: Please answer BOTH Questions 5 and 6.**

5. Is this person Spanish/Hispanic/Latino? *Mark ☒ the* ***"No"*** *box if* ***not*** *Spanish/Hispanic/Latino.*

- ☐ **No,** not Spanish/Hispanic/Latino
- ☐ Yes, Puerto Rican
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Cuban
- ☐ Yes, other Spanish/Hispanic/Latino — *Print group.*

6. What is this person's race? ***Mark ☒ one or more races*** *to indicate what this person considers himself/herself to be.*

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*
- ☐ Asian Indian
- ☐ Japanese
- ☐ Native Hawaiian
- ☐ Chinese
- ☐ Korean
- ☐ Guamanian or Chamorro
- ☐ Filipino
- ☐ Vietnamese
- ☐ Samoan
- ☐ Other Asian — *Print race.*
- ☐ Other Pacific Islander — *Print race.*
- ☐ Some other race — *Print race.*

➔ **If more people live here, continue with Person 5.**

Person 5

Knowing about age, race, and sex helps your community better meet the needs of everyone.

1. What is Person 5's name? *Print name below.*
Last Name

First Name MI

2. How is this person related to Person 1? *Mark ☒ ONE box.*

- ☐ Husband/wife
- ☐ Natural-born son/daughter
- ☐ Adopted son/daughter
- ☐ Stepson/stepdaughter
- ☐ Brother/sister
- ☐ Father/mother
- ☐ Grandchild
- ☐ Parent-in-law
- ☐ Son-in-law/daughter-in-law
- ☐ Other relative — *Print exact relationship.*

If NOT RELATED to Person 1:

- ☐ Roomer, boarder
- ☐ Housemate, roommate
- ☐ Unmarried partner
- ☐ Foster child
- ☐ Other nonrelative

3. What is this person's sex? *Mark ☒ ONE box.*
☐ Male ☐ Female

4. What is this person's age and what is this person's date of birth? *Print numbers in boxes.*
Age on April 1, 2000 Month Day Year of birth

➔ **NOTE: Please answer BOTH Questions 5 and 6.**

5. Is this person Spanish/Hispanic/Latino? *Mark ☒ the* ***"No"*** *box if* ***not*** *Spanish/Hispanic/Latino.*

- ☐ **No,** not Spanish/Hispanic/Latino
- ☐ Yes, Puerto Rican
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Cuban
- ☐ Yes, other Spanish/Hispanic/Latino — *Print group.*

6. What is this person's race? ***Mark ☒ one or more races*** *to indicate what this person considers himself/herself to be.*

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*
- ☐ Asian Indian
- ☐ Japanese
- ☐ Native Hawaiian
- ☐ Chinese
- ☐ Korean
- ☐ Guamanian or Chamorro
- ☐ Filipino
- ☐ Vietnamese
- ☐ Samoan
- ☐ Other Asian — *Print race.*
- ☐ Other Pacific Islander — *Print race.*
- ☐ Some other race — *Print race.*

➔ **If more people live here, continue with Person 6.**

INFORMATIONAL COPY

If you need help completing this form, *call 1-800-XXX-XXXX between 8:00 a.m. and 9:00 p.m., 7 days a week. The telephone call is free.*

TDD — *Telephone display device for the hearing impaired. Call 1-800-XXX-XXXX between 8:00 a.m. and 9:00 p.m., 7 days a week. The telephone call is free.*

¿NECESITA AYUDA? *Si usted necesita ayuda para completar este cuestionario llame al 1-800-XXX-XXXX entre las 8:00 a.m. y las 9:00 p.m., 7 días a la semana. La llamada telefónica es gratis.*

1041

Person 6

Your answers help your community plan for the future.

1. What is Person 6's name? *Print name below.*

Last Name

First Name MI

2. How is this person related to Person 1? *Mark ☒ ONE box.*

- ☐ Husband/wife
- ☐ Natural-born son/daughter
- ☐ Adopted son/daughter
- ☐ Stepson/stepdaughter
- ☐ Brother/sister
- ☐ Father/mother
- ☐ Grandchild
- ☐ Parent-in-law
- ☐ Son-in-law/daughter-in-law
- ☐ Other relative — *Print exact relationship.*

If NOT RELATED to Person 1:

- ☐ Roomer, boarder
- ☐ Housemate, roommate
- ☐ Unmarried partner
- ☐ Foster child
- ☐ Other nonrelative

3. What is this person's sex? *Mark ☒ ONE box.*

☐ Male ☐ Female

4. What is this person's age and what is this person's date of birth? *Print numbers in boxes.*

Age on April 1, 2000 Month Day Year of birth

→ **NOTE: Please answer BOTH Questions 5 and 6.**

5. Is this person Spanish/Hispanic/Latino? *Mark ☒ the "No" box if* ***not*** *Spanish/Hispanic/Latino.*

- ☐ **No,** not Spanish/Hispanic/Latino
- ☐ Yes, Puerto Rican
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Cuban
- ☐ Yes, other Spanish/Hispanic/Latino — *Print group.*

6. What is this person's race? ***Mark ☒ one or more races*** *to indicate what this person considers himself/herself to be.*

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*
- ☐ Asian Indian
- ☐ Japanese
- ☐ Native Hawaiian
- ☐ Chinese
- ☐ Korean
- ☐ Guamanian or Chamorro
- ☐ Filipino
- ☐ Vietnamese
- ☐ Samoan
- ☐ Other Asian — *Print race.*
- ☐ Other Pacific Islander — *Print race.*
- ☐ Some other race — *Print race.*

→ **If more people live here, list their names on the back of this page in the spaces provided.**

FORMAT NA COPY

Please turn to go to last page.

Persons 7 – 12

If you didn't have room to list everyone who lives in this house or apartment, please list the others below. *You may be contacted by the Census Bureau for the same information about these people.*

Person 7 — Last Name

First Name MI

Person 8 — Last Name

First Name MI

Person 9 — Last Name

First Name MI

Person 10 — Last Name

First Name MI

Person 11 — Last Name

First Name MI

Person 12 — Last Name

First Name MI

The Census Bureau estimates that, for the average household, this form will take about 10 minutes to complete, including the time for reviewing the instructions and answers. Comments about the estimate should be directed to the Associate Director for Finance and Administration, Attn: Paperwork Reduction Project 0607-0856, Room 3104, Federal Building 3, Bureau of the Census, Washington, DC 20233.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

INFORMATIONAL COPY

Thank you for completing your official U.S. Census 2000 form.

The "Informational Copy" shows the content of the United States Census 2000 "short" form questionnaire. Each household will receive either a short form (100-percent questions) or a long form (100-percent and sample questions). The short form questionnaire contains 6 population questions and 1 housing question. On average, about 5 in every 6 households will receive the short form. The content of the forms resulted from reviewing the 1990 census data, consulting with federal and non-federal data users, and conducting tests.

For additional information about Census 2000, visit our website at **www.census.gov** or write to the Director, Bureau of the Census, Washington, DC 20233.

FOR OFFICE USE ONLY

A. JIC1 **B.** JIC2 **C.** JIC3 **D.** JIC4

26

United States Census 2000

U.S. Department of Commerce
Bureau of the Census

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law. Complete the Census and help your community get what it needs — today and in the future!

The "Informational Copy" shows the content of the United States Census 2000 "long" form questionnaire. Each household will receive either a short form (100-percent questions) or a long form (100-percent and sample questions). The long form questionnaire includes the same 6 population questions and 1 housing question that are on the Census 2000 short form, plus 26 additional population questions, and 20 additional housing questions. On average, about 1 in every 6 households will receive the long form. The content of the forms resulted from reviewing the 1990 census data, consulting with federal and non-federal data users, and conducting tests.

For additional information about Census 2000, visit our website at **www.census.gov** or write to the Director, Bureau of the Census, Washington, DC 20233.

Start Here

Please use a black or blue pen.

1 How many people were living or staying in this house, apartment, or mobile home on April 1, 2000?

Number of people

INCLUDE in this number:

- foster children, roomers, or housemates
- people staying here on April 1, 2000 who have no other permanent place to stay
- people living here most of the time while working, even if they have another place to live

DO NOT INCLUDE in this number:

- college students living away while attending college
- people in a correctional facility, nursing home, or mental hospital on April 1, 2000
- Armed Forces personnel living somewhere else
- people who live or stay at another place most of the time

2 Please turn the page and print the names of all the people living or staying here on April 1, 2000.

INFORMATIONAL COPY

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TDD – *Telephone display device for the hearing impaired. Call 1–800–XXX–XXXX between 8:00 a.m. and 9:00 p.m., 7 days a week. The telephone call is free.*

¿NECESITA AYUDA? *Si usted necesita ayuda para completar este cuestionario llame al 1–800–XXX–XXXX entre las 8:00 a.m. y las 9:00 p.m., 7 días a la semana. La llamada telefónica es gratis.*

The Census Bureau estimates that, for the average household, this form will take about 38 minutes to complete, including the time for reviewing the instructions and answers. Comments about the estimate should be directed to the Associate Director for Finance and Administration, Attn: Paperwork Reduction Project 0607-0856, Room 3104, Federal Building 3, Bureau of the Census, Washington, DC 20233.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

Form **D-61B**

OMB No. 0607-0856: Approval Expires 12/31/2000

List of Persons

1. **Please be sure you answered question 1 on the front page before continuing.**

2. **Please print the names of all the people who you indicated in question 1 were living or staying here on April 1, 2000.**

Example — Last Name
JOHNSON
First Name MI
ROBIN J

Start with the person, or one of the people living here who owns, is buying, or rents this house, apartment, or mobile home. If there is no such person, start with any adult living or staying here.

Person 1 — Last Name
First Name MI

Person 2 — Last Name
First Name MI

Person 3 — Last Name
First Name MI

Person 4 — Last Name
First Name MI

Person 5 — Last Name
First Name MI

Person 6 — Last Name
First Name MI

Person 7 — Last Name
First Name MI

Person 8 — Last Name
First Name MI

Person 9 — Last Name
First Name MI

Person 10 — Last Name
First Name MI

Person 11 — Last Name
First Name MI

Person 12 — Last Name
First Name MI

3. **Next, answer questions about Person 1.**

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A. JIC1	B. JIC2	C. JIC3	D. JIC4

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Person 1

Your answers are important! Every person in the Census counts.

1 What is this person's name? *Print the name of Person 1 from page 2.*

Last Name

First Name MI

2 What is this person's telephone number? *We may contact this person if we don't understand an answer.*

Area Code + Number

- -

3 What is this person's sex? *Mark* ☒ *ONE box.*

- ☐ Male
- ☐ Female

4 What is this person's age and what is this person's date of birth?

Age on April 1, 2000

Print numbers in boxes.

Month Day Year of Birth

NOTE: Please answer BOTH Questions 5 and 6.

5 Is this person Spanish/Hispanic/Latino? *Mark* ☒ *the* ***"No"*** box if ***not*** *Spanish/Hispanic/Latino.*

- ☐ **No**, not Spanish/Hispanic/Latino
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, other Spanish/Hispanic/Latino — *Print group.*

6 What is this person's race? ***Mark*** ☒ ***one or more races*** *to indicate what this person considers himself/herself to be.*

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*
- ☐ Asian Indian
- ☐ Chinese
- ☐ Filipino
- ☐ Japanese
- ☐ Korean
- ☐ Vietnamese
- ☐ Other Asian — *Print race.*
- ☐ Native Hawaiian
- ☐ Guamanian or Chamorro
- ☐ Samoan
- ☐ Other Pacific Islander — *Print race.*
- ☐ Some other race — *Print race.*

7 What is this person's marital status?

- ☐ Now married
- ☐ Widowed
- ☐ Divorced
- ☐ Separated
- ☐ Never married

8 a. At any time since February 1, 2000, has this person attended regular school or college? *Include only nursery school or preschool, kindergarten, elementary school, and schooling which leads to a high school diploma or a college degree.*

- ☐ No, has not attended since February 1 → *Skip to 9*
- ☐ Yes, public school, public college
- ☐ Yes, private school, private college

Question is asked of all persons on the short (100-percent) and long (sample) forms.

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Person 1 (continued)

b. What grade or level was this person attending? *Mark ☒ ONE box.*

- ☐ Nursery school, preschool
- ☐ Kindergarten
- ☐ Grade 1 to grade 4
- ☐ Grade 5 to grade 8
- ☐ Grade 9 to grade 12
- ☐ College undergraduate years (freshman to senior)
- ☐ Graduate or professional school *(for example: medical, dental, or law school)*

9 What is the highest degree or level of school this person has COMPLETED? *Mark ☒ ONE box. If currently enrolled, mark the previous grade or highest degree received.*

- ☐ No schooling completed
- ☐ Nursery school to 4th grade
- ☐ 5th grade or 6th grade
- ☐ 7th grade or 8th grade
- ☐ 9th grade
- ☐ 10th grade
- ☐ 11th grade
- ☐ 12th grade, **NO DIPLOMA**
- ☐ **HIGH SCHOOL GRADUATE** — high school DIPLOMA or the equivalent *(for example: GED)*
- ☐ Some college credit, but less than 1 year
- ☐ 1 or more years of college, no degree
- ☐ Associate degree *(for example: AA, AS)*
- ☐ Bachelor's degree *(for example: BA, AB, BS)*
- ☐ Master's degree *(for example: MA, MS, MEng, MEd, MSW, MBA)*
- ☐ Professional degree *(for example: MD, DDS, DVM, LLB, JD)*
- ☐ Doctorate degree *(for example: PhD, EdD)*

10 What is this person's ancestry or ethnic origin?

(For example: Italian, Jamaican, African Am., Cambodian, Cape Verdean, Norwegian, Dominican, French Canadian, Haitian, Korean, Lebanese, Polish, Nigerian, Mexican, Taiwanese, Ukrainian, and so on.)

11 a. Does this person speak a language other than English at home?

- ☐ Yes
- ☐ No → *Skip to 12*

b. What is this language?

(For example: Korean, Italian, Spanish, Vietnamese)

c. How well does this person speak English?

- ☐ Very well
- ☐ Well
- ☐ Not well
- ☐ Not at all

12 Where was this person born?

- ☐ In the United States — *Print name of state.*
- ☐ Outside the United States — *Print name of foreign country, or Puerto Rico, Guam, etc.*

13 Is this person a CITIZEN of the United States?

- ☐ Yes, born in the United States → *Skip to 15a*
- ☐ Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
- ☐ Yes, born abroad of American parent or parents
- ☐ Yes, a U.S. citizen by naturalization
- ☐ No, not a citizen of the United States

14 When did this person come to live in the United States? *Print numbers in boxes.*

Year

15 a. Did this person live in this house or apartment 5 years ago (on April 1, 1995)?

- ☐ Person is under 5 years old → *Skip to 33*
- ☐ Yes, this house → *Skip to 16*
- ☐ No, outside the United States — *Print name of foreign country, or Puerto Rico, Guam, etc., below; then skip to 16.*
- ☐ No, different house in the United States

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Person 1 (continued)

15 b. Where did this person live 5 years ago?

Name of city, town, or post office

Did this person live inside the limits of the city or town?

- ☐ Yes
- ☐ No, outside the city/town limits

Name of county

Name of state

ZIP Code

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

	Yes	No
a. Blindness, deafness, or a severe vision or hearing impairment?	☐	☐
b. A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying?	☐	☐

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:

	Yes	No
a. Learning, remembering, or concentrating?	☐	☐
b. Dressing, bathing, or getting around inside the home?	☐	☐
c. (Answer if this person is 16 YEARS OLD OR OVER.) Going outside the home alone to shop or visit a doctor's office?	☐	☐
d. (Answer if this person is 16 YEARS OLD OR OVER.) Working at a job or business?	☐	☐

18 Was this person under 15 years of age on April 1, 2000?

- ☐ Yes → *Skip to 33*
- ☐ No

19 a. Does this person have any of his/her own grandchildren under the age of 18 living in this house or apartment?

- ☐ Yes
- ☐ No → *Skip to 20a*

b. Is this grandparent currently responsible for most of the basic needs of any grandchild(ren) under the age of 18 who live(s) in this house or apartment?

- ☐ Yes
- ☐ No → *Skip to 20a*

c. How long has this grandparent been responsible for the(se) grandchild(ren)? *If the grandparent is financially responsible for more than one grandchild, answer the question for the grandchild for whom the grandparent has been responsible for the longest period of time.*

- ☐ Less than 6 months
- ☐ 6 to 11 months
- ☐ 1 or 2 years
- ☐ 3 or 4 years
- ☐ 5 years or more

20 a. Has this person ever served on active duty in the U.S. Armed Forces, military Reserves, or National Guard? *Active duty does not include training for the Reserves or National Guard, but DOES include activation, for example, for the Persian Gulf War.*

- ☐ Yes, now on active duty
- ☐ Yes, on active duty in past, but not now
- ☐ No, training for Reserves or National Guard only → *Skip to 21*
- ☐ No, never served in the military → *Skip to 21*

b. When did this person serve on active duty in the U.S. Armed Forces? *Mark ☒ a box for EACH period in which this person served.*

- ☐ April 1995 or later
- ☐ August 1990 to March 1995 (including Persian Gulf War)
- ☐ September 1980 to July 1990
- ☐ May 1975 to August 1980
- ☐ Vietnam era (August 1964—April 1975)
- ☐ February 1955 to July 1964
- ☐ Korean conflict (June 1950—January 1955)
- ☐ World War II (September 1940—July 1947)
- ☐ Some other time

c. In total, how many years of active-duty military service has this person had?

- ☐ Less than 2 years
- ☐ 2 years or more

INFORMATION ONLY

Person 1 (continued)

21 LAST WEEK, did this person do ANY work for either pay or profit? *Mark ☒ the "Yes" box even if the person worked only 1 hour, or helped without pay in a family business or farm for 15 hours or more, or was on active duty in the Armed Forces.*

- ☐ Yes
- ☐ No → *Skip to 25a*

22 At what location did this person work LAST WEEK? *If this person worked at more than one location, print where he or she worked most last week.*

a. Address (Number and street name)

(If the exact address is not known, give a description of the location such as the building name or the nearest street or intersection.)

b. Name of city, town, or post office

c. Is the work location inside the limits of that city or town?

- ☐ Yes
- ☐ No, outside the city/town limits

d. Name of county

e. Name of U.S. state or foreign country

f. ZIP Code

23 a. How did this person usually get to work LAST WEEK? *If this person usually used more than one method of transportation during the trip, mark ☒ the box of the one used for most of the distance.*

- ☐ Car, truck, or van
- ☐ Bus or trolley bus
- ☐ Streetcar or trolley car
- ☐ Subway or elevated
- ☐ Railroad
- ☐ Ferryboat
- ☐ Taxicab
- ☐ Motorcycle
- ☐ Bicycle
- ☐ Walked
- ☐ Worked at home → *Skip to 27*
- ☐ Other method

If "Car, truck, or van" is marked in 23a, go to 23b. Otherwise, skip to 24a.

23 b. How many people, including this person, usually rode to work in the car, truck, or van LAST WEEK?

- ☐ Drove alone
- ☐ 2 people
- ☐ 3 people
- ☐ 4 people
- ☐ 5 or 6 people
- ☐ 7 or more people

24 a. What time did this person usually leave home to go to work LAST WEEK?

: ☐ a.m. ☐ p.m.

b. How many minutes did it usually take this person to get from home to work LAST WEEK?

Minutes

Answer questions 25–26 for persons who did not work for pay or profit last week. Others skip to 27.

25 a. LAST WEEK, was this person on layoff from a job?

- ☐ Yes → *Skip to 25c*
- ☐ No

b. LAST WEEK, was this person TEMPORARILY absent from a job or business?

- ☐ Yes, on vacation, temporary illness, labor dispute, etc. → *Skip to 26*
- ☐ No → *Skip to 25d*

c. Has this person been informed that he or she will be recalled to work within the next 6 months OR been given a date to return to work?

- ☐ Yes → *Skip to 25e*
- ☐ No

d. Has this person been looking for work during the last 4 weeks?

- ☐ Yes
- ☐ No → *Skip to 26*

e. LAST WEEK, could this person have started a job if offered one, or returned to work if recalled?

- ☐ Yes, could have gone to work
- ☐ No, because of own temporary illness
- ☐ No, because of all other reasons *(in school, etc.)*

26 When did this person last work, even for a few days?

- ☐ 1995 to 2000
- ☐ 1994 or earlier, or never worked → *Skip to 31*

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Person 1 (continued)

27 Industry or Employer — *Describe clearly this person's chief job activity or business last week. If this person had more than one job, describe the one at which this person worked the most hours. If this person had no job or business last week, give the information for his/her last job or business since 1995.*

a. For whom did this person work? *If now on active duty in the Armed Forces, mark ☒ this box →* ☐ *and print the branch of the Armed Forces.*

Name of company, business, or other employer

b. What kind of business or industry was this? *Describe the activity at location where employed. (For example: hospital, newspaper publishing, mail order house, auto repair shop, bank)*

c. Is this mainly — *Mark ☒ ONE box.*

- ☐ Manufacturing?
- ☐ Wholesale trade?
- ☐ Retail trade?
- ☐ Other *(agriculture, construction, service, government, etc.)?*

28 Occupation

a. What kind of work was this person doing? *(For example: registered nurse, personnel manager, supervisor of order department, auto mechanic, accountant)*

b. What were this person's most important activities or duties? *(For example: patient care, directing hiring policies, supervising order clerks, repairing automobiles, reconciling financial records)*

29 Was this person — *Mark ☒ ONE box.*

- ☐ Employee of a PRIVATE-FOR-PROFIT company or business or of an individual, for wages, salary, or commissions
- ☐ Employee of a PRIVATE NOT-FOR-PROFIT, tax-exempt, or charitable organization
- ☐ Local GOVERNMENT employee *(city, county, etc.)*
- ☐ State GOVERNMENT employee
- ☐ Federal GOVERNMENT employee
- ☐ SELF-EMPLOYED in own NOT INCORPORATED business, professional practice, or farm
- ☐ SELF-EMPLOYED in own INCORPORATED business, professional practice, or farm
- ☐ Working WITHOUT PAY in family business or farm

30 a. LAST YEAR, 1999, did this person work at a job or business at any time?

- ☐ Yes
- ☐ No → *Skip to 31*

b. How many weeks did this person work in 1999? *Count paid vacation, paid sick leave, and military service.*

Weeks

c. During the weeks WORKED in 1999, how many hours did this person usually work each WEEK?

Usual hours worked each WEEK

31 INCOME IN 1999 — *Mark ☒ the "Yes" box for each income source received during 1999 and enter the total amount received during 1999 to a maximum of $999,999. Mark ☒ the "No" box if the income source was not received. If net income was a loss, enter the amount and mark ☒ the "Loss" box next to the dollar amount.*

For income received jointly, report, if possible, the appropriate share for each person; otherwise, report the whole amount for only one person and mark ☒ the "No" box for the other person. If exact amount is not known, please give best estimate.

a. Wages, salary, commissions, bonuses, or tips from all jobs — *Report amount before deductions for taxes, bonds, dues, or other items.*

- ☐ Yes Annual amount — *Dollars*

  $, .00

- ☐ No

b. Self-employment income from own nonfarm businesses or farm businesses, including proprietorships and partnerships — *Report NET income after business expenses.*

- ☐ Yes Annual amount — *Dollars*

  $, .00 ☐ Loss

- ☐ No

INFORMATIONAL

Person 1 (continued)

31 c. Interest, dividends, net rental income, royalty income, or income from estates and trusts — *Report even small amounts credited to an account.*

☐ Yes Annual amount — *Dollars*

$| | | , | | | .00 ☐ Loss

☐ No

d. Social Security or Railroad Retirement

☐ Yes Annual amount — *Dollars*

$| | | , | | | .00

☐ No

e. Supplemental Security Income (SSI)

☐ Yes Annual amount — *Dollars*

$| | | , | | | .00

☐ No

f. Any public assistance or welfare payments from the state or local welfare office

☐ Yes Annual amount — *Dollars*

$| | | , | | | .00

☐ No

g. Retirement, survivor, or disability pensions — *Do NOT include Social Security.*

☐ Yes Annual amount — *Dollars*

$| | | , | | | .00

☐ No

h. Any other sources of income received regularly such as Veterans' (VA) payments, unemployment compensation, child support, or alimony — *Do NOT include lump-sum payments such as money from an inheritance or sale of a home.*

☐ Yes Annual amount — *Dollars*

$| | | , | | | .00

☐ No

32 What was this person's total income in 1999? *Add entries in questions 31a—31h; subtract any losses. If net income was a loss, enter the amount and mark (X) the "Loss" box next to the dollar amount.*

Annual amount — *Dollars*

☐ None OR $| | | , | | | .00 ☐ Loss

☞ Question is asked of all households on the short (100-percent) and long (sample) forms.

HOUSING QUESTIONS

Now, please answer questions 33—53 about your household.

33 Is this house, apartment, or mobile home —

☐ Owned by you or someone in this household with a mortgage or loan?
☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
☐ Rented for cash rent?
☐ Occupied without payment of cash rent?

34 Which best describes this building? *Include all apartments, flats, etc., even if vacant.*

☐ A mobile home
☐ A one-family house detached from any other house
☐ A one-family house attached to one or more houses
☐ A building with 2 apartments
☐ A building with 3 or 4 apartments
☐ A building with 5 to 9 apartments
☐ A building with 10 to 19 apartments
☐ A building with 20 to 49 apartments
☐ A building with 50 or more apartments
☐ Boat, RV, van, etc.

35 About when was this building first built?

☐ 1999 or 2000
☐ 1995 to 1998
☐ 1990 to 1994
☐ 1980 to 1989
☐ 1970 to 1979
☐ 1960 to 1969
☐ 1950 to 1959
☐ 1940 to 1949
☐ 1939 or earlier

36 When did this person move into this house, apartment, or mobile home?

☐ 1999 or 2000
☐ 1995 to 1998
☐ 1990 to 1994
☐ 1980 to 1989
☐ 1970 to 1979
☐ 1969 or earlier

37 How many rooms do you have in this house, apartment, or mobile home? *Do NOT count bathrooms, porches, balconies, foyers, halls, or half-rooms.*

☐ 1 room
☐ 2 rooms
☐ 3 rooms
☐ 4 rooms
☐ 5 rooms
☐ 6 rooms
☐ 7 rooms
☐ 8 rooms
☐ 9 or more rooms

INFORMATION ONLY

Person 1 (continued)

38 How many bedrooms do you have; that is, how many bedrooms would you list if this house, apartment, or mobile home were on the market for sale or rent?

- ☐ No bedroom
- ☐ 1 bedroom
- ☐ 2 bedrooms
- ☐ 3 bedrooms
- ☐ 4 bedrooms
- ☐ 5 or more bedrooms

39 Do you have COMPLETE plumbing facilities in this house, apartment, or mobile home; that is, 1) hot and cold piped water, 2) a flush toilet, and 3) a bathtub or shower?

- ☐ Yes, have all three facilities
- ☐ No

40 Do you have COMPLETE kitchen facilities in this house, apartment, or mobile home; that is, 1) a sink with piped water, 2) a range or stove, and 3) a refrigerator?

- ☐ Yes, have all three facilities
- ☐ No

41 Is there telephone service available in this house, apartment, or mobile home from which you can both make and receive calls?

- ☐ Yes
- ☐ No

42 Which FUEL is used MOST for heating this house, apartment, or mobile home?

- ☐ Gas: from underground pipes serving the neighborhood
- ☐ Gas: bottled, tank, or LP
- ☐ Electricity
- ☐ Fuel oil, kerosene, etc.
- ☐ Coal or coke
- ☐ Wood
- ☐ Solar energy
- ☐ Other fuel
- ☐ No fuel used

43 How many automobiles, vans, and trucks of one-ton capacity or less are kept at home for use by members of your household?

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more

44 Answer ONLY if this is a ONE-FAMILY HOUSE OR MOBILE HOME — All others skip to 45.

a. Is there a business (such as a store or barber shop) or a medical office on this property?

- ☐ Yes
- ☐ No

b. How many acres is this house or mobile home on?

- ☐ Less than 1 acre → *Skip to 45*
- ☐ 1 to 9.9 acres
- ☐ 10 or more acres

c. In 1999, what were the actual sales of all agricultural products from this property?

- ☐ None
- ☐ $1 to $999
- ☐ $1,000 to $2,499
- ☐ $2,500 to $4,999
- ☐ $5,000 to $9,999
- ☐ $10,000 or more

45 What are the annual costs of utilities and fuels for this house, apartment, or mobile home? *If you have lived here less than 1 year, estimate the annual cost.*

a. Electricity

Annual cost — *Dollars*

$ | , | | | .00

OR

- ☐ Included in rent or in condominium fee
- ☐ No charge or electricity not used

b. Gas

Annual cost — *Dollars*

$ | , | | | .00

OR

- ☐ Included in rent or in condominium fee
- ☐ No charge or gas not used

c. Water and sewer

Annual cost — *Dollars*

$ | , | | | .00

OR

- ☐ Included in rent or in condominium fee
- ☐ No charge

d. Oil, coal, kerosene, wood, etc.

Annual cost — *Dollars*

$ | , | | | .00

OR

- ☐ Included in rent or in condominium fee
- ☐ No charge or these fuels not used

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Person 1 (continued)

46 Answer ONLY if you PAY RENT for this house, apartment, or mobile home — All others skip to 47.

a. What is the monthly rent?

Monthly amount — *Dollars*

$| | ,| | | .00

b. Does the monthly rent include any meals?

- ☐ Yes
- ☐ No

47 Answer questions 47a—53 if you or someone in this household owns or is buying this house, apartment, or mobile home; otherwise, skip to questions for Person 2.

a. Do you have a mortgage, deed of trust, contract to purchase, or similar debt on THIS property?

- ☐ Yes, mortgage, deed of trust, or similar debt
- ☐ Yes, contract to purchase
- ☐ No → *Skip to 48a*

b. How much is your regular monthly mortgage payment on THIS property? *Include payment only on first mortgage or contract to purchase.*

Monthly amount — *Dollars*

$| | ,| | | .00

OR

- ☐ No regular payment required → *Skip to 48a*

c. Does your regular monthly mortgage payment include payments for real estate taxes on THIS property?

- ☐ Yes, taxes included in mortgage payment
- ☐ No, taxes paid separately or taxes not required

d. Does your regular monthly mortgage payment include payments for fire, hazard, or flood insurance on THIS property?

- ☐ Yes, insurance included in mortgage payment
- ☐ No, insurance paid separately or no insurance

48 a. Do you have a second mortgage or a home equity loan on THIS property? *Mark ☒ all boxes that apply.*

- ☐ Yes, a second mortgage
- ☐ Yes, a home equity loan
- ☐ No → *Skip to 49*

b. How much is your regular monthly payment on all second or junior mortgages and all home equity loans on THIS property?

Monthly amount — *Dollars*

$| | ,| | | .00

OR

- ☐ No regular payment required

49 What were the real estate taxes on THIS property last year?

Yearly amount — *Dollars*

$| | ,| | | .00

OR

- ☐ None

50 What was the annual payment for fire, hazard, and flood insurance on THIS property?

Annual amount — *Dollars*

$| | ,| | | .00

OR

- ☐ None

51 What is the value of this property; that is, how much do you think this house and lot, apartment, or mobile home and lot would sell for if it were for sale?

- ☐ Less than $10,000
- ☐ $10,000 to $14,999
- ☐ $15,000 to $19,999
- ☐ $20,000 to $24,999
- ☐ $25,000 to $29,999
- ☐ $30,000 to $34,999
- ☐ $35,000 to $39,999
- ☐ $40,000 to $49,999
- ☐ $50,000 to $59,999
- ☐ $60,000 to $69,999
- ☐ $70,000 to $79,999
- ☐ $80,000 to $89,999
- ☐ $90,000 to $99,999
- ☐ $100,000 to $124,999
- ☐ $125,000 to $149,999
- ☐ $150,000 to $174,999
- ☐ $175,000 to $199,999
- ☐ $200,000 to $249,999
- ☐ $250,000 to $299,999
- ☐ $300,000 to $399,999
- ☐ $400,000 to $499,999
- ☐ $500,000 to $749,999
- ☐ $750,000 to $999,999
- ☐ $1,000,000 or more

52 Answer ONLY if this is a CONDOMINIUM — What is the monthly condominium fee?

Monthly amount — *Dollars*

$| | ,| | | .00

53 Answer ONLY if this is a MOBILE HOME —

a. Do you have an installment loan or contract on THIS mobile home?

- ☐ Yes
- ☐ No

b. What was the total cost for installment loan payments, personal property taxes, site rent, registration fees, and license fees on THIS mobile home and its site last year? *Exclude real estate taxes.*

Yearly amount — *Dollars*

$| | ,| | | .00

Are there more people living here? If yes, continue with Person 2.

INFORMATION COPY

Person 2

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

1 **What is this person's name?** *Print the name of Person 2 from page 2.*

Last Name

First Name MI

2 **How is this person related to Person 1?** *Mark ☒ ONE box.*

- ☐ Husband/wife
- ☐ Natural-born son/daughter
- ☐ Adopted son/daughter
- ☐ Stepson/stepdaughter
- ☐ Brother/sister
- ☐ Father/mother
- ☐ Grandchild
- ☐ Parent-in-law
- ☐ Son-in-law/daughter-in-law
- ☐ Other relative — *Print exact relationship.*

If NOT RELATED to Person 1:

- ☐ Roomer, boarder
- ☐ Housemate, roommate
- ☐ Unmarried partner
- ☐ Foster child
- ☐ Other nonrelative

☞ Question is asked of Persons 2–6 on the short (100-percent) and long (sample) forms.

INFORMATIONAL COPY

For Person 2, repeat questions 3-32 of Person 1.

Person 3

Information about children helps your community plan for child care, education, and recreation.

For Persons 3–6. repeat questions 1-32 of Person 2.

NOTE – *The content for Question 2 varies between Person 1 and Persons 2–6.*

Thank you for completing your official U.S. Census form. If there are more than six people at this address, the Census Bureau may contact you for the same information about these people.

3a

March 27, 2000

UNITED STATES DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, DC 20233-2000
OFFICE OF THE DIRECTOR

Recently, a census worker delivered a U.S. Census 2000 form to your address. This is part of our effort to conduct the most accurate census possible.

If you already have returned the form, please accept my sincere thanks. If you have **not**, please fill out the form and mail it back as soon as possible. An accurate census is important to ensure that all communities get their fair share of government funding. Your help is important to the success of this effort.

If you need help completing your questionnaire or if you have not received a questionnaire, please call 1-800-471-9424. Census Bureau staff are available to assist you between 8 a.m. and 9 p.m., 7 days a week. The telephone call is free.

Thank you for your help with the U.S. Census 2000.

Sincerely,

Kenneth Prewitt
Director
Bureau of the Census

United States
Census 2000

U.S. Department of Commerce
Bureau of the Census
National Processing Center
Jeffersonville, IN 47190-4444
D-9(UL) (6-99)

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36

March 20, 2000

UNITED STATES DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, DC 20233-2000
OFFICE OF THE DIRECTOR

A few days ago, you should have received a U.S. Census 2000 form. It was sent to your address as part of our effort to conduct the most accurate census possible.

If you already have returned the form, please accept my sincere thanks. If you have **not**, please fill out the form and mail it back as soon as possible. An accurate census is important to ensure that all communities get their fair share of government funding. Your help is important to the success of this effort.

If you need help completing your questionnaire or if you have not received a questionnaire, please call 1-800-471-9424. Census Bureau staff are available to assist you between 8 a.m. and 9 p.m., 7 days a week. The telephone call is free.

Thank you for your help with the U.S. Census 2000.

Sincerely,

Kenneth Prewitt
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United States
Census
2000

U.S. Department of Commerce
Bureau of the Census
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D-9 (6-99)

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Mrs. MALONEY. I'd like to turn to the transparency issue. Dr. Prewitt, you have spoken before about the unprecedented level of scrutiny the 2000 census is receiving from various oversight groups, everyone from this subcommittee to the Census Monitoring Board to the National Academy of Sciences and the Secretary of Commerce's Advisory Committee is involved. In fact, I understand the National Academy recently had another meeting to review the Bureau's planned statistical design.

In many respects, this will be the most transparent census our Nation has ever had. Would you please outline the major events that have occurred in this regard since we met with you last fall? And is there another group that is reviewing you that I didn't mention? Just address the entire transparency oversight issue, if you would elaborate and give us more information on it.

Dr. PREWITT. Yes. Well, I do think the GAO reports that have emerged since last fall have been a major part of this. I think that, as this committee requested, the GAO did do a thorough review of the revised budget, the $1.7 billion, and asking the understandable question of making certain that this $1.7 billion was associated with new procedures that we had to put in place because of the Supreme Court ruling, and I think the GAO report did confirm that. It was a very, very intensive analysis of our budgeting and of our operations.

There was also, of course, the GAO report on the LUCA program. There is now, most recently, one on the data capture.

So I would say that, in terms of the oversight activities, the GAO has certainly done the most sophisticated and sustained research and investigation.

The Inspector General's office, of course, has also conducted, when appropriate, its own independent investigations. It did one on the advertising campaign, to make certain that this money was well spent, was appropriately spent. We got very good marks from that review.

The Monitoring Board has issued a number of reports, sometimes independently from the Presidential and congressional side—I guess I would say mostly independently. The one that was joint was on the advertising campaign. That was also very favorable. The Monitoring Board, the congressional side of the Monitoring Board, just issued one on the undercount issue. I actually just got that this morning. I read drafts of it, but I can't give you in detail what they are saying.

And, of course, we've had hearings with this committee. And we do have a number of advisory committees, some six or seven of them, that do meet quarterly. That means we have one meeting almost all of the time.

So we do think that we have been enormously responsive to the understandable interest of this country in how well census 2000 has been planned.

I think the most important thing I can say, Mrs. Maloney, about the review that has taken place since then—and I don't mean to judge my judgers harshly, but mainly the message is that things are on track and on schedule, but there are still risks.

Now, they don't necessarily say what to do about them, other than this is a big, complicated operation and, therefore, something

could go wrong—including that we could have a lower than anticipated response rate or we could have trouble with recruitment.

We understand those risks. We are doing everything we can to compensate for them.

So I would say that out of that effort we have yet to be challenged to do something major that is different from what we are already doing.

Just quickly, on the National Academy of Science meeting, which was a very important meeting—it was a big public venue—the leading critics of dual system estimation were invited to make presentations and there was a lively exchange between the critics and supporters. It was a very important meeting for us. We took back some bits and pieces of things where we could improve, but, again, it did not challenge the heart of what our design is in any kind of sustained, systematic way that led us to sort of say, "Oh, my goodness, we'd better not be doing what we are doing." I think quite the opposite—we felt reasonably confident with what we had put before them.

We will have other meetings with the National Academy of Science, with their advisory committees and so forth.

Mrs. MALONEY. Thank you.

May I ask another question?

Mr. MILLER. OK. We're going to do another round, too.

Mrs. MALONEY. Let me ask him really quick, because you really went over, too.

Dr. Prewitt, last week I introduced legislation which would create a contingency fund of $100 million for the census 2000. This fund could be accessed if you ran into any types of serious problems such as, for example, the mail response rate drops significantly, as you mentioned, or the recruitment rate was very low.

My bill also expands the labor pool for the 2000 census among certain specific groups, including active duty members of the military, those receiving certain Federal benefits, and Federal retirees who have Federal buy-outs.

Have you had an opportunity to review this legislation?

Dr. PREWITT. Yes, I have.

Mrs. MALONEY. I'd like your comments on it, please.

Dr. PREWITT. Yes. If I could take up first the issue of expanding the recruitment pool, we, obviously, welcome anything that will expand the recruitment pool. Even though, as I've just testified, we are on schedule, there's something about a recruitment pool which is always soft. You never know when it is going to go—tomorrow morning the phones could quit ringing. We don't expect that to happen, but they could, so we are still in a mode where we are making every effort to increase the recruitment pool.

I would say, with respect to the part of the legislation which addresses the waiver issues, that obviously at a certain point it will be too late. We are at 1.2 million now. We just simply need all the help we can get this week and next week. So I would urge the Congress, if it can act on those issues, to do so expeditiously or it will simply be past the point where we can take much advantage of it.

With respect to the contingency fund, as I have said in our own response to the GAO report, obviously—and as I just said to the chairman—I might say in the chairman's defense the reason that

his time went over 10 minutes is I talked about 10 minutes in response to one question. It is hard for us to imagine that if we have a response rate seriously below 61 percent that we will be able to complete the census and provide the apportionment numbers on schedule without additional funds. I just don't know what else we could say. There's nothing else that we could do.

I would say about this specific amount that you've mentioned in your appropriation that the amount is hard to know at this time because a 55 percent response rate kicks into place perhaps a different number than the number that you've put there. A 59 percent response rate—if other things have gone very well—we might not need additional money. We might then have to come back to the U.S. Congress—as you know, we're under a restriction not to move moneys across frameworks. We might have to come back and say, "Look, we might want to move some money across a framework in order to reach this."

So it's hard for me to sit here today, for the reasons that I've tried to explain a moment ago, to specify the amount that we would need because it is so dependent upon the interaction between the response rate and the quality of the recruitment pool at that time.

Mrs. MALONEY. Thank you very much.

Thank you, Mr. Chairman.

Mr. MILLER. Mr. Ryan.

Mr. RYAN. Hi, Dr. Prewitt. Thanks for coming by. I know you are a busy guy, so we want to let you get back to your job.

I just have one quick question I want to ask you. I have toured my local census office twice since they have been up and running. I represent the First District of Wisconsin, and that would be your Racine office. I think the number is 2546.

In each occasion that I visited with the workers of your local census office 2546, they've presented me with a problem that they have in recruiting, and it's in a letter I wrote to you on January 20th. I haven't had a response yet. It is this: they're not getting their paychecks on time. In one instance, they waited 6 weeks for the last paycheck, the workers at the census office.

They're still telling me—I spoke with them actually 2 days ago—that they are still not getting their paychecks on time. They believe that this is critical toward not only attracting, but maintaining, a good work force.

My concern is that if this is happening all across the country, let alone in our Racine office, and people are being hired but not being paid, not even being paid for 6 weeks—you know, 2 days I can understand, but 6 weeks, that's going to hurt our ability to retain the work force we need.

Is this a problem that is occurring across the country? Is this isolated to local census office 2546, or the Chicago region? Or, if this has been a problem, has it been solved? It apparently hasn't been solved in my neck of the woods. Could you comment on that, please?

Dr. PREWITT. Well, I'm going to ask Marvin Raines to join me, if I can.

Mr. RYAN. Please.

Dr. PREWITT. I would say, in general, Mr. Ryan, that it has almost got to be an isolated problem, because if it were across the country it would be a very, very major crisis at this stage.

Mr. RYAN. That's what I thought, too.

Dr. PREWITT. And it is exactly the kind of crisis that I would feel obligated to bring to the committee's attention, because it is something that could put the census in jeopardy if we are unable to pay our employees on a regular basis.

With respect to that particular office, can we offer some——

Mr. RAINES. I'm afraid I can't offer anything right now.

Dr. PREWITT. We're a little surprised.

Mr. RYAN. Well, I sent you a letter on January 20th this year, almost a month ago. I CC'd Stanley Moore, the director of the Chicago office. I sent it to you. I would just read it to you briefly, and then I won't chew up much more time.

Dr. PREWITT. We think we are in fairly good shape with respect to responding to congressional letters. Honestly, Mr. Ryan, our system doesn't seem to——

Mr. RYAN. Well, I sent you a followup letter on January 25, as well, asking for response to the first letter. So I've sent you two letters, one on the 20th and one on the 25th.

You're at the Bureau of Census, right? That's the address I used.

Dr. PREWITT. I'm with Statistics.

Mr. RYAN. Suitland Federal Center, room 2049, Building Three.

Dr. PREWITT. I don't doubt your address.

Mr. RYAN. Here's the point.

Dr. PREWITT. Yes.

Mr. RYAN. They're not getting paid at the Racine office. They've lost some people because they're not getting paid, so it is hurting their ability to attract workers. I hope it is an isolated incident, but if it isn't, please, please look into this.

Dr. PREWITT. We'll be in touch with your office tomorrow.

Mr. RYAN. OK.

Thank you. That's all I have.

Mr. MILLER. Mr. Davis.

Mr. DAVIS. Thank you very much, Mr. Chairman.

Dr. Prewitt, we hear people talking about the difficulty of recruiting. Is that just in certain areas, or is it across the board?

Dr. PREWITT. Well, the most important thing to say is that we have met every recruitment goal that we've had where we've had to have so many people in place for a given operation to date. That is, we've hired a total of about 160,000 people for our different operations to date for our address listing work across the country. Certain areas were harder than other areas, but we hired everyone. We had to hire a lot of people for our Alaska work. Of course, all of those were there on time.

We have 520 offices. Each of those have four managers. That's obviously slightly in excess of 2,000 persons. All of those have been hired.

So in none of the operations which hit a schedule obligation were we not able to find the number of people we needed.

Now, the next big one, as I said, starts on March 3rd with the update/leave. I actually provided you a table in your document, and you will see that across our 12 regions plus Puerto Rico—that's in

attachment A—what you have there is the recruiting goal for the update/leave operation, which is the next one, which is a quite substantial set of recruiting goals. But in every region save one we are well above our target.

Now, the problem with the newspaper articles is that you've got different operations in different regions. It's a very complex system. You know, when do you need how many people to do this operation and that operation? I don't want to sit here today and promise you we will not have a recruitment problem, but no operation in census 2000 has not gone forward on schedule because of a recruitment problem.

Mr. DAVIS. But you're saying also that the goals are not necessarily the same in every place.

Dr. PREWITT. They're extremely different because they are different operations. Where you have a large update leave operation, you've got to have a lot of people in your recruitment pool right now because you're going to need them in about 3 weeks.

Non-response followup starts April 27th. You actually don't want—because a recruitment pool can also go sour, you know, you think you've got it all, but by the time you don't call them back for a month they say, "Well, they must not want me. I'll go do something else."

So there is an extremely complex set of operations and recruitment strategies you've got going on simultaneously.

The big picture I gave you is the accurate one, which is—I think it is as of February 6th we were running about 5 percent ahead of our national goal—not in every region, of course, and not in every local office.

Mr. DAVIS. Are you hearing anything that's alarming coming from any of the what we call "hard to count" or "most difficult to count" communities and population groups?

Dr. PREWITT. We are not thus far. Again, I can only say thus far. We are not hitting particularly complicated pockets, like we can't get enough Hispanic enumerators, or we're not doing very well in the inner cities. There are always small pockets, but there's no pattern to suggest that we're going to not be able to hire the enumerators from those areas as of now.

I was saying to the chairman before the meeting, I, myself, am trying to understand where so many of these applicants are coming from.

I just yesterday got some data from the Labor Department. The Labor Department has a new category in its presentation of the employment status of the civilian population that it has just added. It's, "Persons who currently want a job but who are not in the labor market." That is, they don't meet the test of people who have been actively seeking a job, which is what puts you in the labor market, but this is a new category of people actually who would take a job or are interested in a job but haven't yet been actively seeking it.

By the estimate from the Labor Department, that totals 4,552,000 people, nearly as many people as are unemployed. That is, there are a lot of people looking for a job and we think we must be getting them. There are about 9 million people between the ages of 55 and 65 who are not in the labor market. We are getting them. Out of our total applicant pool, more than two-thirds are women

and more than two-thirds are over 40. So we're getting into some kind of recruitment pool that we didn't expect to get to.

Our last count, we have 70,000 people in our applicant pool who are non-citizens. We did not have that in 1990.

So we're putting lots of pieces together. We want to understand this, ourselves. We want to understand why it seems to be going well, because if it is we are less likely to run into a problem, so we're studying every day what is accounting for the fact that we are running ahead of schedule.

There may be a particular problem in a particular office in Racine that I'm simply not aware of, but I can only tell you that if this were an across-the-board crisis, either for payment reasons or recruitment reasons, I would have to be sharing that with you. I don't want to surprise this committee with something of that magnitude.

Mr. DAVIS. Thank you very much.

Thank you, Mr. Chairman.

Mr. MILLER. We're going to have another round, and Mr. Ryan has to go to another meeting, so let Mr. Ryan go first and then we'll go.

Mr. Ryan.

Mr. RYAN. I won't belabor the point about our Racine, WI, office, Dr. Prewitt, but I would very much appreciate your timely response to that and hope that this isn't occurring in other parts of the country.

I'd like to ask, Mr. Chairman, that some articles be included in the record.

Mr. MILLER. Without objection.

[The information referred to follows:]

41ST STORY of Level 1 printed in FULL format.

The Associated Press State & Local Wire

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January 4, 2000, Tuesday, AM cycle

SECTION: State and Regional

LENGTH: 408 words

HEADLINE: Tahlequah office seeks census takers

DATELINE: TAHLEQUAH, Okla.

BODY:

The Census office in the 14-county jurisdiction of the Cherokee Nation has received about half the applications it projects are needed to take the 2000 count, officials said Tuesday.

Census officials stress a need for minority applicants in particular to help ensure American Indians are not undercounted.

"We're asking people of all races to apply," said Janis Walkingstick, a recruiter for the Tahlequah Census Office. "We just know there was such a large undercount in traditionally Native American areas and that undercount needs to be addressed."

In 1990, the last time the government took the census, nearly 12 out of every 100 American Indians were missed.

Five counties in the area served by the Tahlequah office have been labeled as hard-to-count, in part because of a reluctance to return forms, Ms. Walkingstick said.

The Census Bureau hires census takers to survey their home areas with the hopes they'll be more familiar with the area and more accepted.

Cherokee Chief Chad Smith is urging participation. He said some tribal members see no reason to cooperate with the U.S. government.

"In two of the most dramatic and damaging chapters of Cherokee history, each was preceded by census takers and surveyors," Smith said, referring to the forced removal of Cherokees from their lands in the South and the allotment of lands in what is now Oklahoma.

But the tribe is dependent on the count when it comes to applying for federal grants for tribal programs, he said.

"A 12 percent undercount can mean significant loss in housing or health or education funding," Smith said.

The Tahlequah office projects that about 1,000 census takers will be hired to conduct the count in its region. Typically, it takes about 5,000 applicants to fill the 1,000 jobs, Ms. Walkingstick said.

"So far we've only tested 2,500," she said. "We need to test 2,500 more people."

Census takers make $10.50 an hour for the part-time work that lasts four to six weeks, she said. They can work evenings and weekends.

Hiring won't take place for at least a month, but applications are being accepted now. Ms. Walkingstick said the exact number of census takers needed won't be known until after census forms go out in March.

Applicants are hired on the basis of a 28-question test that covers organizational skills, reading, map work and some simple math, she said. Applicants can call 1-888-325-7733 for a list of test sites.

LANGUAGE: ENGLISH

LOAD-DATE: January 5, 2000

451ST STORY of Level 1 printed in FULL format.

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Albuquerque Journal

January 13, 2000, Thursday

SECTION: New Mexico & Metro; Pg. B1

LENGTH: 94 words

HEADLINE: 1,500 Jobs Unfilled For Navajo Census

BYLINE: Journal Staff and Wire Reports

BODY:
AROUND NEW MEXICO

Despite high unemployment on the Navajo Reservation, officials are having trouble filling 1,500 census jobs.

The positions helping ensure that residents on the sprawling reservation are counted pay nearly $10 an hour.

Edison Wauneka, who sits on the commission that is charged with filling the positions, said officials are unsure why they have received only half the number of applicants they hoped for.

The Navajo Nation is pushing to get an accurate count of residents because federal funds are linked to population figures.

LANGUAGE: ENGLISH

LOAD-DATE: January 13, 2000

PM-IN--Census-Shelby County, Bjt,405

04:59:13, 04 February 2000

South-central Indiana county struggles to find head-counters for census

SHELBYVILLE, Ind. (AP) _ Americans will start finding census forms in their mailboxes next month, and those who choose not to complete them will soon find a census employee at their door, ready to do it for them.

But finding people to do such door-to-door work is proving difficult in Shelby County, where a census organizer has so far hired only 10 percent of the staff she needs to count local heads.

``We're not getting the turnout we wanted," said Deanna Loper, recruiting assistant for the 2000 census in the south-central Indiana county. Loper wants to hire 300 people to help count Shelby County residents starting this spring; so far, she has hired 30.

``You might say we're picky, but census takers deal with highly confidential information. Not even the FBI can get census information," Loper said.

It's a problem surfacing elsewhere, too, said Angela Edwards, a spokeswoman for the Census Bureau's regional office in Chicago, which oversees operations in Illinois, Indiana and Wisconsin. Census officials want to hire 300,000 workers in all three states to help count.

``These jobs are going to be a major component of a successful census," Edwards said.

But even at $10.50 an hour plus mileage, they may be hard to fill at a time when, as many say, most people who want to work already are.

With Indiana's jobless rate hovering at around 2 percent and ``help wanted" signs posted at nearly every retail outlet and restaurant in the state, it isn't surprising that filling census jobs is tough.

Loper is administering an aptitude test for job applicants daily, except Sundays, until the end of the month. Besides passing the 30-minute, 29-question test, applicants must show two forms of identification and a high school diploma or equivalent educational certificate, Loper said.

Edwards is hoping that potential applicants consider head-counting for reasons other than monetary reward. She said taking an accurate census _ mandated every 10 years by the U.S. Constitution _ means the local county or city will receive the maximum amount of federal assistance for which it qualifies, since such money is often based on the number of people who live in a place.

A study done at Indiana University's Kelley School of Business found Shelby County receives an annual $360 per resident in federal aid, said George Juretic, who works for the census in Indianapolis.

AP-CS-02-04-00 0459EST

Census Bureau Struggles to Recruit Workers in Northern New Jersey
03:11:48, 04 February 2000

By Theresa Forsman, The Record, Hackensack, N.J. Knight Ridder/Tribune Business News Feb. 2--You're in the tightest job market in decades and you have to hire thousands of people in North Jersey to be census takers. How do you do it?

First, you offer $17 an hour. Then, you pull out all the stops, recruiting at churches, food pantries, AARP meetings, veterans' organizations, colleges, the Rotary Club. You hang recruitment posters in every shop and office window that will permit it. You appeal to potential workers' patriotism or their need for flexible hours or a short commute. You send postcards advertising the job openings to every single household.

Fortunately, because you're part of the federal government, your recruitment budget is large. But your task is even larger -- count every person in North Jersey and have the figures back to the home office in time to have the national figures compiled and on the president's desk by Dec. 31.

The job of taking the once-every-decade census is more difficult than ever this year. A major reason is the tight labor market -- unemployment in New Jersey and nationwide is hovering at 4 percent. A second major reason is that most of the population growth in North Jersey over the last 10 years has been among those people most difficult to count -- non-English-speaking ethnic groups.

"We have virtually 100 percent employment in the state of New Jersey," said David Messer, head of the regional Census Bureau office in Hasbrouck Heights, which will count southern Bergen County. "And yet we need a massive number of people to do this work, so we're having difficulty ... We're going to succeed, but it's going to be very, very hard."

The three regional offices charged with counting everyone in Passaic and Bergen counties estimate they need 2,000 people. To have that many people on hand, they need to qualify about 18,000. That's because only about 10 percent to 12 percent of those who qualify to be census takers show up for work, regional officials say.

So far, the regional office in Paterson, which will count all of Passaic County as well as Mahwah in Bergen County, has qualified about 25 percent of the people it needs. The Glen Rock office covering northern Bergen County has about the same percentage, and the Hasbrouck Heights office has qualified about 15 percent of those it needs to count southern Bergen County.

Census workers in the regional offices are contacting government and civic leaders in every community they cover to try to learn about the particular ethnic groups in town -- their neighborhoods and their customs -- to better count them. They also are asking town leaders to help disseminate publicity and to help recruit workers.

Fort Lee has agreed to hang a banner across Main Street advertising census-taking jobs. The school district in Palisades Park and other towns allowed the Census Bureau to hand out job-recruiting letters, in English and Spanish, for students to take home to their parents.

To qualify for a census job, applicants must be a U.S. citizen or legal, permanent resident; must pass a test of basic skills, including English proficiency, map reading, and arithmetic; be 18 or older, with some exceptions; have a reliable vehicle, with some exceptions; pass a background security check; and, if male, be registered with the Selective Service. The jobs will last roughly eight weeks.

People employed as law enforcement officers, tax collectors, or tax assessors cannot be hired as census takers. The test is given only in Spanish or English, but those who take it in Spanish must also pass an English-proficiency test.

The Census Bureau also needs workers who can speak Philipino, Korean, Russian, and other languages. In southern Bergen County, said Messer, nearly one-third of the households do not speak English as their first language.

The last census, in 1990, showed Bergen County had about 845,000 people and Passaic County about 453,000. Statewide, foreign-born immigrants make up 15 percent of the population, according to Census Bureau estimates in 1997. That number

represents an increase of 25 percent over the number of foreign-born New Jersey residents in 1990.

The pay rate, $17 an hour for both Bergen and Passaic counties, varies by region and is set by the Census Bureau in Washington, based on a dozen demographic and income factors, said Roland Meyer, manager of the Glen Rock regional office.

The number of households that need to be counted by hand, starting in April, will depend upon how many households return their census forms by mail next month.

For the first time, the U.S. census bought prime-time television advertising, including a spot during Sunday's Super Bowl, to encourage people to fill out those forms. More than $100 million is being spent nationally on advertising and other promotion, Meyer said.

Ads and posters are emphasizing that census information is confidential and that uncounted individuals cost their communities in lost federal dollars for a plethora of programs, including funding for schools, libraries, senior citizen services, and recreational programs.

On March 10, postcards will be sent to all U.S. households informing occupants that the census forms are coming. On March 17, the census forms will be mailed. On March 24, postcards will be sent asking if people filled in their forms.

On April 15, the army of head counters now being recruited will go neighborhood to neighborhood taking information at addresses that didn't return the forms.

A high return rate is 70 percent or more. In Bergen County, the towns with the lowest return rates tend to be in the south, including Wallington, Garfield, and East Rutherford. But Englewood, in the north, also has a low rate.

In Passaic County, the areas of lowest return are the cities of Passaic and Paterson, which are geographically small but contain the largest populations, said Carl Pauzner, head of the Census Bureau office in Paterson. Staff Writer Adam Geller contributed to this article.

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37TH STORY of Level 1 printed in FULL format.

The Associated Press State & Local Wire

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January 4, 2000, Tuesday, PM cycle

SECTION: State and Regional

LENGTH: 460 words

HEADLINE: Census Bureau still needs Kentucky workers

DATELINE: LOUISVILLE, Ky.

BODY:

The Census Bureau is short of workers to help compile information for the 2000 census.

The census has managed to recruit enough temporary employees in 70 of Kentucky's 120 counties, but half of the counties still lacking enough workers are in the Corbin and Ashland areas.

The Census Bureau will need about 2,300 workers statewide to deliver questionnaires and to update addresses of households that get their mail at post office boxes or rural route addresses beginning in March. Most of those - 1,281 census workers - are needed for operations based in Corbin and Ashland.

The U.S. Postal Service is delivering questionnaires to places with a city-style street address, which are those addresses with house numbers and street names.

The mail, however, will not be used for people with a rural route or post office box address, which are mostly in rural areas.

"About 80 percent of the homes in our area do not have city-style addresses," said Tommy Faulkner, census officer for a 24-county area based in Corbin. That figure represents about 200,000 households that will have to be visited by a census worker to drop off a questionnaire.

"Recruiting is under way very heavily at this time," said Faulkner, who is trying to find 669 workers before a training session the last week in February. Workers are needed to work March 3 through March 30, although some may be retained for later phases of census work.

Some counties - including Bell, Casey, Clay, Knox, Perry, Pulaski, Rockcastle, Wayne and Whitley - don't have enough census workers to deliver the questionnaires.

The Census Bureau has hired 24 recruiters to visit civic clubs and attend town meetings to encourage people to apply. Wages are based on the going rate in

each area, and the Corbin office pays $8.75 an hour, plus 31 cents a mile for

Mr. RYAN. What these articles indicate—and I'm just interested in your testimony where you cite that Boston is the only region with a low applicant pool. I see the chart in your testimony, but a couple days ago—I think it was at your press briefing on the 2nd—you said that you were behind in Atlanta and Detroit. In addition, we see a lot of these media accounts that suggest that both the Navajo and Cherokee Nations are not applying for census employment at the requisite rate.

Can you reconcile these media reports and your discussion at your last press briefing on Detroit and Atlanta with your current testimony of Boston as being the only problem?

Dr. PREWITT. Yes, sir. The comment I made at the press conference the other day about Detroit and Atlanta, I believe, was actually based upon a different set of data from the data that we put in attachment A, which is why there is some difference. And, indeed, things move very fast. In fact, I think it is Atlanta where we were behind our overall goal, and we moved that up by over 5 percent over the weekend.

We have all kinds of things we begin to do when we see that curve starting to slip. We double or increase the number of recruitment assistants that we have in place. We have the capacity to do that.

So if somebody is running well ahead of schedule, they're getting less recruitment money, less recruitment advertising. Somebody below, they suddenly get more personnel to do the recruiting and more advertising money.

So that set of data that I talked about at the press conference is, one, old data. You know, it is 10-days-old data. The data that we put before you today primarily focuses on the update leave, because that's our next major operation, and I thought that's what you would be most interested in learning about.

The press reports that one can see, the Window Rock—I looked at the Window Rock data, for example. By our account, we're way ahead of our target in Window Rock for update leave, which is the big operation that we have in the Navajo Nation, so I can't explain that story.

Part of what happens is that, you know, you say, "We're halfway there." We only need to be halfway there. And the press decides, "My goodness, they're only halfway there."

Mr. RYAN. Yes.

Dr. PREWITT. And so that becomes the story. Or sometimes you will have a local recruiter or somebody who works for the Census Bureau who decides to use the press to generate a little anxiety in the community to try to improve the applicant rate.

So a lot of things are happening in these press stories. All I can really say is that if we had a national problem right now on the recruitment front I would have presented to you different testimony. Nothing would be more foolish than for me to come and sound reasonably optimistic right now about our recruitment efforts and then to have to come back to you a week from now and say, "Guess what? It doesn't look like it is going to happen." I would much rather err on the side of caution than optimism on something as critical as this.

So all I can repeat is that nationally we are ahead of schedule. With respect to our operations, we are already there—that is, with respect to the immediate operations—and that certainly includes the Navajo Nation, which is a big update leave area.

And so I can't explain that Window Rock press story.

Mr. RYAN. OK. Well, I look forward to your answer on our paycheck problem.

Dr. PREWITT. May I now correct the record? We have received your letters, and I'm sorry that I did not know that, but we have received your letters. Both the field office and the region are investigating, and I will have an answer to you by the end of the week making this very clear exactly what is going on.

Mr. RYAN. OK.

Dr. PREWITT. And I should say that if there were widespread pay problems, that word would be getting out.

Mr. RYAN. That was my concern. In Racine in our office we have a 6-week delay. It's hurting the recruitment. I was concerned that this was happening somewhere else.

Dr. PREWITT. Sure. That's understandable. Thank you. Great.

Mr. RYAN. Thank you. I yield back the balance of my time.

Dr. PREWITT. And not to forget we have all these—you've seen all of our launch books and all of our—what did you use to call them? Flight schedules.

Mr. RYAN. That's right. Yes. We're going to take a look at those a little later. Thanks.

Mr. MILLER. Mrs. Maloney.

Mrs. MALONEY. After you.

Mr. MILLER. OK.

Let me bring up a question about ACE, just briefly. I know you're working on it. I know at the meeting last week you mentioned the Janet Norwood Committee. And I know it is still in the process.

What is the timeline to have a plan ready for us to have a hearing? I don't want to interfere and have a hearing on it in the middle of the census, but I think the public needs to be aware of it.

I'm glad the meeting, from what I've heard about it last week, it was a very open discussion and all sides were heard and that's good.

Dr. PREWITT. Yes.

Mr. MILLER. And I know we have a difference of opinion on that issue, but——

Dr. PREWITT. Well, I think we don't have a difference of opinion about the importance of doing an ACE. I think we all know that we want to do the quality check on the census, and there's no other way to do a quality check other than to go back and find out how well you did, and that's what ACE does.

I think there is a difference of viewpoint about whether it should be used to adjust the data, but not the ACE, itself. And I think that certainly the debate in front of the Norwood Committee, which was a quite constructive debate, really just focused on that issue, and not at all focused upon the fact that the Census Bureau should or should not have an ACE and do dual system estimation.

I think maybe the most interesting thing that emerged in that discussion, which we are prepared to talk about to this committee

any time—I mean, I appreciate your sensitivity to where we are, but a somewhat different set of people could put together material for this committee if they would like to have a hearing on ACE.

We are where we need to be on that schedule, as well. We needed to have listed all of our ACE sample blocks. Those are now all fully listed. We are now doing the check of the housing—the address work between that and the census file. So we are moving along on schedule with respect to that operation, as well.

Mr. MILLER. Hiring and opening offices, are you opening separate——

Dr. PREWITT. That's much further down the line, and that won't happen until the summer.

Mr. MILLER. How many offices will be involved? Do you know offhand, the different staff?

Dr. PREWITT. We actually run the ACE out of our census offices, not out of our decennial census offices, but our standard regional offices.

Mr. MILLER. But you'll be hiring separate staff?

Dr. PREWITT. Not really. We will depend on the most successful interviewers from the non-response follow-up [NRFU] operation for ACE. In order to further support independence of the ACE, enumerators will not be allowed to work in the same blocks they were assigned during nonresponse followup.

Mr. MILLER. What's the timeline for ACE? When does that begin?

Dr. PREWITT. ACE could begin as early as late May for certain LCOs that have completed NRFU. ACE will be carried out on a flow basis as each completes its work.

Jay Waite will give you the details.

Mr. WAITE. We actually begin our ACE interviewing on an LCO-by-LCO basis right after we are sure we're through with non-response followup. Because of the independence, we don't want interviewers out there in the blocks trying to do ACE interviewing and then have the census enumerators that are there doing non-response followup become aware that their block is one that is being checked, so they would work extra hard or maybe not as hard on it.

As far as the interviewer pool, because of the independence it's possible that people working on non-response followup would also work on ACE, but they would not work in the same area where they had worked on non-response followup.

Once they've gone to do any work on the ACE, they are not able to go back and work on any part of the census, because we are trying to make sure we have the independence.

We have an office we call an ACERO office, which is basically associated with our regional census centers. That's for independent purposes so that people don't know in the local census offices where these particular blocks are.

Associated with each LCO or in the general vicinity of each local office there's a small amount of space where supplies are kept, which has a separate entrance that people working on the individual ACE survey could get to, but that's physically separate with a separate lock and a separate entrance from the regular LCO.

Mr. MILLER. What happens if the mail response rate is significantly below 61 percent? How does that affect ACE? You'd have to be in the field longer, as you said.

Mr. WAITE. In any individual LCO, to the extent that we did not get non-response follow-up done on time, we would not be able to start ACE on time. I mean, we cannot be out there doing both operations at the same time.

Mr. MILLER. Right. There's a contamination.

Mr. WAITE. So I say it is on an LCO-by-LCO basis.

Mr. MILLER. Right.

Mr. WAITE. If 6 weeks into the operation a particular LCO essentially had their non-response followup done, we could begin doing ACE in that LCO.

Mr. MILLER. Yes.

Mr. WAITE. But we wouldn't start in any LCO until the non-response followup for that LCO was completed.

Mr. MILLER. Yes. Dr. Prewitt, I believe that we need a quality check. I think that's expected and appropriate and all that. But I do have serious concerns about both the legality and the statistical validity of adjusted data by census track or census blocks and the adjusted set of numbers the way they're used, their validity.

I think there is a legitimate debate within the statistical community, and certainly within the legal community, on that issue. At some stage, we will want to discuss it in more detail.

Mrs. Maloney.

Mrs. MALONEY. Thank you. Thank you, Mr. Chairman.

Our country, Dr. Prewitt, is experiencing the lowest unemployment levels in recent history, with an exceedingly tight labor market, yet you seem to be reaching your recruitment goals. I'd like your comments to further help us understand why you're able to reach them, even with this extremely tight labor market.

One of the cities or areas that was the most under-counted last time was my own great home State and city of New York, and I just would like to know how the recruitment process is going in New York. Are there any specific problems? And do you know what percentage of your recruitment goals you've reached in New York?

If you don't have that with you, you could get back to me later in writing.

Dr. PREWITT. Well, I can certainly give you the New York region. I can't give you right now New York City and I can't give you your District.

New York region actually is ahead of target. It is at about 50 percent of its overall target for the general operation, and for non-response followup, of course, since there are very few in the New York region, we have no trouble whatsoever staffing—I'm sorry, for mail-back update leave operations, we have no difficulty whatsoever meeting that target. So we will clearly be doing the New York region operations on schedule.

New York City, of course, is a fairly difficult city to count, and this goes to the issue that Mr. Waite just addressed.

We have to make an LCO-by-LCO decision, and not all LCOs will be finished in 10 weeks, and New York was one of the areas in 1990 where we had to keep the LCOs open somewhat longer.

One of the important things we've done in 2000 is to look at the areas which gave us the hardest time in 1990 and compensate for that in our recruitment effort, in our planning, in our supervision, and so forth. So it's not as if we don't know the areas where we are going to have the hardest non-response followup effort and that we haven't already done what we can to build in and deepen the capacity for those areas.

Mrs. MALONEY. Yes.

Dr. PREWITT. Nevertheless, these are very difficult areas to count.

Mrs. MALONEY. Thank you. I understand that next week—and you mentioned it in your opening statement—that the Bureau will be kicking off a major new promotional effort for the census 2000 road tour. Can you give us some details? Will there be one of these road tours in New York? Where are these? You said there will be 10 of them. Could you just elaborate?

Dr. PREWITT. There will be 12, 1 in each region, and each have an independent schedule, and obviously targeted on the hard-to-count areas. So yes, there certainly will be one in New York, indeed. Without perhaps revealing too much, I can say that the kick-off event, itself, will actually start in downtown, New York.

Mrs. MALONEY. Really?

Dr. PREWITT. The big national launch of it will be on national television at an event that we have reason to believe will be very widely seen.

Mrs. MALONEY. OK. Great. The paid advertising campaign is now in full swing, and I understand it is probably too early to have measured any impact from the campaign, but has there been any oversight done on the campaign now? What sort of evaluation do you plan to do on the ad campaign to see, in fact, if it is working?

Dr. PREWITT. Well, we have a fairly extensive evaluation effort that's underway. We did a baseline survey under contract to NORC at the University of Chicago, and then we do a mid-term evaluation, then we do a followup evaluation after the census is over that tries to gauge the impact of the advertising campaign.

We are exploring ways to even deepen that evaluation work. Obviously, Young & Rubicam, which is represented here today, can also comment on this. They do their own internal work, as well—that is, the advertising industry actually tries to study the impact of ads.

I might say that one of our partners did a nice thing for us. They were studying the ad campaign for the Super Bowl, and they included a look at the Census Bureau ad, which was mentioned by both of you. Of the people who watched the Super Bowl, 46 percent said they remembered having seen the census ad, and of those 46—which is a huge number of people.

Mrs. MALONEY. That's great.

Dr. PREWITT. Of those 46 percent, 44 percent said it would motivate them to complete the form, and the rest said it wouldn't have effect one way or the other, because maybe they were already going to complete the form. And no one said that it would act as a deterrent.

And then we asked a third question, or a third question was asked on our behalf by our partner agency, and that question was:

Are you the person in the household who is most likely to fill in the census form? And my recollection is about 75 percent of the respondents were that person.

So we felt very good about that. This did break through. It did get noticed. And it was motivating.

Mrs. MALONEY. That's very good news. I was watching television around the Super Bowl, and they started rating the ads from the last Super Bowl, so it will be interesting if our census ad is up there at the top and wins the prize for having had the most impact on the people.

Dr. PREWITT. I will say, on behalf of Young & Rubicam, they had obviously not designed that ad to be on the Super Bowl, because it turned out to be not as expensive to get that ad placement as it might have otherwise been because of the time that it was chosen, and also they were up against some very tough competition. That is, you're up against people who are spending millions and millions of dollars just to design the ad just for the Super Bowl. So there was a little hesitancy about the competitive environment for the ad.

But, nevertheless, the decision was it was worthwhile making the effort, of course, on behalf of the census, and we were all pleased at the initial responses that have come back in from the agency, from the advertising researchers. It does suggest it more than held its own in terms of the quality of the ad, itself.

Mrs. MALONEY. Well, how many ads will the average American see? And will people in traditionally under-counted neighborhoods see more ads than an area that may be over counted?

Dr. PREWITT. Yes. Our estimate is or Young & Rubicam's estimate is that the typical media consumer in the African American population, the hard-to-reach African American population, will receive about 122 impressions—that's television, radio, print, and so forth—122 different impressions, and the typical Hispanic media consumer will—I think the number is 105 impressions. Most of us will probably see in the neighborhood of 20 impressions, because we're simply not the consumers of the targeted media that is going after the hard to count.

So there is a huge difference. I mention that because if you don't see a whole lot of advertising you may not think a whole lot is out there, but it may well be your media consumption habits.

Mrs. MALONEY. My time is up. Thank you.

Mr. MILLER. The ad that was used was, I think, maybe one of our favorites of the ones we saw, but that's tough competition to run ads on Super Bowl because that's the Super Bowl of advertising, at least in my opinion, and you see the hurting of cats and the dog for the Budweiser crashed in the van and all, but actually that was one of the cuter ones, so it was good to see that one.

I'm glad we have a degree of optimism at this stage. I think we are going to have another hearing on March 8th, to kind of have the status and the update. I appreciate that.

I ask unanimous consent that all Members' and witnesses' opening statements be included in the record. Without objection, so ordered.

Mrs. MALONEY. May I add one more question, because I don't get this opportunity often and I want to find out from Dr. Prewitt how it's going.

Mr. MILLER. Yes.

Mrs. MALONEY. It sounds like the paid ad campaign is doing very well. Could you inform us about the public service announcements? And are you meeting your goals? Has the paid advertising campaign helped increase leverage for the placement of public service ads with the networks? If I recall, in 1990 we relied totally on pro bono and public service. If you could give us an overview.

Dr. PREWITT. Just quickly on that, the total dollar amount of value added advertisement is already $8.7 million. That is, our ad campaign has been increased by 8.5 percent just on value added.

Just before we came to this hearing we had a marvelous 15 or 20 minutes with Young and Rubicam, where they were showing us the rough cut of three new ads that are pro bono ads, public service ads. They feature Ivan Rodriguez, Barry Bonds, and Derek Jeter—that is geographic spread, ethnic spread, of course, these three very, very key baseball players, in very high-quality ads, delivering the confidentiality message.

We already know that those ads will be used in the public service announcement space of NBC, and we are fairly certain other networks—it's going to be shown, for example—am I saying more than I should be saying?

Voice. NO. That's all right.

Dr. PREWITT. I just don't know what's public record yet. It will be shown during the NBA finals, for example. And they will all be shown on the opening day of baseball season, which, of course, is a very big media event, and it's still early enough to try to have a little bump, even though we're in early April by then.

These are very creative ads, very powerful ads. We think they are such good ads that they are likely to be used disproportionately as public service ads because they are so attractive.

Mrs. MALONEY. The chairman has informed me that he has a conflict. He has to be at another hearing. I have about five more questions I wanted to cover. May I submit them to you in writing?

Dr. PREWITT. Yes.

Mrs. MALONEY. And if you would respond, I'd appreciate it.

Dr. PREWITT. Certainly.

Mr. MILLER. In fact, I think I was flying up here the day after the Super Bowl and the "USA Today" I was reading had actually a rating of all the ads on Super Bowl Sunday, and we were right in the center, and with that competition.

Mrs. MALONEY. Should have been No. 1.

Mr. MILLER. Well, we sure weren't in the bottom 10 which they listed also.

Mrs. MALONEY. Our cause is No. 1.

Mr. MILLER. That's right. But we don't hurt cats. But at times you think you may be herding cats.

In case there are any other additional questions that Members may have for our witnesses, I ask unanimous consent for the record to remain open for 2 weeks for Members to submit questions for the record, and that Dr. Prewitt submit written answers as soon as practical.

Without objection, so ordered.

I have to run to another hearing. Thank you very much for being here, and good luck.

Dr. PREWITT. Thank you, sir.

[Whereupon, at 3:28 p.m., the subcommittee was adjourned, to reconvene at the call of the Chair.]

[Additional information submitted for the hearing record follows:]

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

MAR 6 2000

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

Dear Mr. Chairman:

Thank you for your letter of February 18, 2000, transmitting the following questions subsequent to the Subcommittee hearing of February 8, 2000.

"1. What is the status of the Bureau's management information system that will be used to track the progress of key census operations? Is it operational? If not, please describe the timetable for its completion.

What activities will be tracked and what type of data will be monitored? How will Bureau officials use this information to gauge the progress of the census?"

The Census Bureau's primary management information system (MIS) is operational. The MIS has two components: (1) the Master Activity Schedule, which includes a schedule and duration for headquarters, field, and Data Capture Centers'(DCCs) activities necessary to conduct Census 2000; and (2) the Cost and Progress System, which reports near real-time on the progress and cost of the major data collection, data capture, and data processing operations for Census 2000.

The Master Activity Schedule tracks over 3,600 activities noting planned start and finish dates as well as actual dates. Using sophisticated program management software, and based on each activity's relationship to predecessor and successor activities, managers are able to use this information to make better informed judgments on the impact of activities not starting or finishing on time and to identify effective solutions to problems caused by schedule changes. The Cost and Progress System provides reports on over 35 key operations. The progress of each operation is tracked against key milestones, and expenditures are compared to budgetary allocations on a regular basis.

Census managers rely on both components of the MIS to make informed decisions and judgments based on the status of Census 2000 operations and to shift resources or change procedures as necessary to ensure that census data are of the highest quality and produced on time.

"2. The Bureau reportedly has had some trouble with its automated procedures to detect and assure the quality of its maps. How are these problems being resolved? What quality assurance procedures does the Bureau have to ensure the accuracy of the maps?"

During the Census 2000 Dress Rehearsal, we experienced a number of problems with map production. Quality-check procedures implemented to address these problems have been working quite well. Our most recent map production was for the Update/Leave operation for which we were required to print approximately 8 million maps. During the production of these maps, a problem with the software being used in the quality-check process delayed shipment of the maps to the appropriate Local Census Offices (LCOs). In late January this problem was identified and resolved. Since that time, all maps processed through the system have been delivered to the appropriate locations. This includes all maps for Update/Leave, as well as other large-scale Census 2000 operations including List/Enumerate, Urban Update/Leave, and Update/Enumerate.

"3. The December 1999 report on the Pomona Data Capture Center's operations test and dry run found several shortcomings. They include lower-than-expected rates of mail preparation, check in and scanning. Further, objectives for processing Puerto Rican census forms were only partially met. What steps is the Bureau taking to ensure the data capture system will be able to perform as required?

In addition, the Pomona test plan did not include a validation of the ability of the data capture system to handle peak load processing. Will such a test be performed at any of the data capture centers?"

The enclosed table (Enclosure 1) shows the quantities processed in the Pomona and Phoenix DCCs operations test and dry runs (OTDR). It is important to note that the ODTRs were conducted sequentially, with the Phoenix test coming after the Pomona test. The test results for the Phoenix DCC indicate that the DCCs can be successful as they demonstrate that the well-trained and experienced crews that will be in place for Census 2000 can achieve results that exceed the expected levels of production. In that staffing levels were determined based on the expected levels of production, we are confident that the training and developmental activities currently in place will prepare staff at the DCCs to meet processing goals within the time allotted for questionnaire processing.

In addition, a four-site preproduction operations test was run at all of the DCCs from February 22 through February 25, 2000. The purpose of this test was to demonstrate the simultaneous operation of all four DCCs and to exercise the data capture equipment, the operations staff, and the management teams. During this test, 8-hour shifts were run on four consecutive days. The system was fully loaded with questionnaires, including site-specific forms (for example, Puerto Rico forms at the Pomona site) to simulate an average operational shift. In addition, a second shift was simulated at each DCC by replaying images through the system a second time.

Preliminary review of the results of this test indicate that all four of the DCCs will be able to handle peak load processing.

"4. What did the dress rehearsal results reveal about the Bureau's ability to detect invalid 'Be Counted' forms?"

The Census Bureau evaluated the "Be Counted" operation in the Dress Rehearsal, including the Invalid Returns Detection (IRD) program designed to detect and remove "Be Counted" forms that contain persons not living at the reported Census Day address. As reported in the *Census 2000 Dress Rehearsal Summary*, a contractor was hired to submit invalid "Be Counted" forms. (Please note that the details of this evaluation have not been publicly released, as they contain *Census Confidential* information.) Based on this evaluation, the Census Bureau is implementing an IRD program that will predefine tolerance levels for geographic areas. If the number of forms received for an area exceed the tolerance, Census Bureau field staff will conduct visits to validate the information. In addition, every "Be Counted" form with an address not found in our Master Address File will be reviewed by Census Bureau staff.

"5. What testing, if any, has been performed to ensure the validity of forms returned via the Internet?"

In order to complete and receive an Internet form, the respondent must have a valid housing unit ID number. More than 15 separate checks are performed on the ID number to ensure that it is valid. Without a valid housing unit ID number, an Internet form is not available to respondents. Extensive tests have confirmed that only respondents with valid IDs can respond to an Internet version of the short form. These included testing the ID validation program's use of the algorithm used to generate the original ID numbers, range checks, and the rules used to create the ID numbers. In addition, extensive processing tests have been performed to ensure the validity of data collected through Internet form submission. Testing has been conducted to ensure that the same basic edits applied to data that come from the DCCs are also applied to Internet data. All Census 2000 data, regardless of whether it is collected by Telephone Questionnaire Assistance Centers, over the Internet, or from paper forms, are validated according to the same procedures.

"6. The Bureau generally appears to be meeting its regional recruiting and hiring goals. To what extent are local census offices meeting their recruiting goals, especially in those areas that could be hard to enumerate?"

As of February 25, 2000, each LCO was expected to recruit 65.7% of the qualified applicants needed to fill the positions. On that date, 295 of 520 LCOs (57%) were at or above this goal; 76 (15%) had achieved 90%-99% of this goal; 59 offices (11%) achieved 76% - 89%; 83 offices (16%) met 51% - 75%; and 7 offices (1%) were below 50%.

"7. In November 1999, the Commerce Department's own Inspector General (IG) raised concerns about census warehousing operations at the National Processing Center in Jeffersonville, Indiana. Among other things, the IG was concerned that understocked inventory items were causing shipment delay of more than a month for a number of the kits that field offices need to perform census operations. How has the Bureau addressed the IG's concerns?"

Some of the assumptions and conclusions drawn by the Office of Inspector General were based on the Census Bureau's original strategy for the shipment of kits, which called for four shipments to each LCO that included all of the kits needed for Census 2000 operations. For several reasons, including the late delivery of the materials as well as the sheer volume of kits that would need to be shipped at one time, Census Bureau staff decided to change this strategy and ship the kits on a flow basis for each specific operation. Beginning in early October 1999, staff have been meeting weekly to assess the status of kit preparation and delivery (including the acquisition of understocked items). For Update/Leave, the first major field operation, all of the kits were prepared and delivered by or before the agreed upon deadline of December 8, 1999. Based on our experience to date, Census Bureau officials expect that kits for other operations (including Nonresponse Follow-up, the largest) will arrive in time for field use.

"8. What is the status of the hard-to-enumerate action plans that the Regional Census Centers were to develop to help identify potential enumeration challenges at the local level? How will the Bureau use these plans?"

After a thorough review, each of the regional census centers have now completed a second version of their plans. These will continually be refined until the start of Nonresponse Follow-up operations. The object of these plans is to focus managerial attention on the known areas of difficulty in advance of Census 2000 enumeration activities in order to focus resources where they are needed most.

"9. Senior Bureau officials have said that a response rate that is as little as 2 or 3 percentage points lower than the Bureau's 61-percent goal could cause serious operational problems. What actions, if any, does the Bureau have in place to mitigate the risk of a lower than expected mail response rate?"

If the mail response is lower than anticipated, the Census Bureau is in a position to implement the following alternatives: (1) using our recruiting strategy (Enclosure 2), we will conduct more extensive recruiting in order to place more enumerators in the field for the Nonresponse Follow-up operation; and (2) shifting resources from areas with high response rates to areas with low response rates. However, a lower than expected mail response rate would place unique challenges on Census 2000 operations, which could require discussion with the Congress of other possible options.

"10. Please detail specifically how much of your marketing, communications and partnerships budget for FY 2000 has been allocated for promotional materials such as pens and pencils, T-shirts, bags, and other products."

The Census Bureau has allocated a total of $3.8 million for the production of Census 2000 promotional items. There is an additional $15 million allocated to provide in-kind support for local partners. These funds are designated to support partners in motivating their constituencies as they deem most appropriate, including community events, written materials, and promotional items.

I hope this letter addresses your concerns. Should you have any further questions, please have a member of your staff contact Robin Bachman, Chief of the Congressional Affairs Office, at (301) 457-2171.

Sincerely,

Kenneth Prewitt

Kenneth Prewitt
Director

Enclosures

cc: The Honorable Carolyn Maloney

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

MAR 6 2000

The Honorable Carolyn B. Maloney
Ranking Minority Member
Subcommittee on the Census
Committee on Government Reform
U.S. House of Representatives
Washington, DC 20515-6143

Dear Representative Maloney:

Thank you for your letter of February 18, 2000, transmitting the following questions subsequent to the Subcommittee hearing of February 8, 2000.

"1. **Some have suggested that one response to a low mail back response rate would be to keep enumerators in the field longer. That would cost more money. Another option would be to try to hire more enumerators earlier and try to complete nonresponse followup on schedule. That too would increase the cost of the census, but might have some advantages in terms of accuracy. Finally, a third option might be to accept proxy responses at an earlier point in the process. That too has an effect on the accuracy of the census. Would you please explain to us how these three options would affect the cost and accuracy of the census? Which of these options do you believe is the best course to follow?**

In the event that the mail response rate is lower than anticipated, the U.S. Census Bureau's preference would be to hire more enumerators in order to complete the Nonresponse Follow-up operation on time. The Census Bureau expects that this option would cost about the same as keeping enumerators in the field longer. The advantage is that it would produce the most accurate data possible. The third option, accepting proxy responses at an earlier point in the process, is the least desirable of the three, because it could introduce uneven levels of inaccuracy into the census data. The reason for this is that some areas and populations are more responsive and will, therefore, require fewer proxy interviews than others.

"2. **With regard to the race and ethnicity questions in the Census people will be permitted to check more than one box when answering the question on race. This may seem like a minor change to some, but it could have wide-sweeping implications. In 1990, when you had to check only one race, there were 10 possible categories. This year there will be 126. The way this data is tabulated is something which will ultimately be decided by the Office of Management and Budget, and the Bureau's input will certainly be crucial in that decision. Please discuss the process by which the decisions will be made, and their likely outcome?"**

There are 63 different ways that people can respond to the race question. The Census Bureau plans to produce these data in various tabulations. Data on all 63 categories will be available as part of the census redistricting tabulations required by Public Law 94-171. For other census publications, the Census Bureau will tabulate these data for a variety of levels and details. Census staff will be happy to review all of the plans for tabulating racial data with you and your staff.

"3. The Census in remote, rural Alaska began on January 18, 2000. Did the recent bad weather and avalanches cause any delays or significant problems? Also, people are already being enumerated in Alaska, yet the census is supposed to be a snapshot of our nation on April 1st. How are births and deaths which may occur between January 18th and April 1st dealt with by the Census Bureau?"

Although there were some minor delays as a result of the weather, the impact of these delays on the operations underway in Alaska was minimal. In general, weather is always a consideration in Alaska, so the plan for Census 2000 is designed to accommodate potential delays due to inclement conditions.

With respect to the second part of your question, the enumeration period for remote Alaska began on January 18, 2000, and continues through April 22, 2000. The Census Bureau realizes that there may be some births or deaths before April 1, 2000. In addition, some households may move. In developing the methodology for remote Alaska, however, the Census Bureau believes that this is the most accurate procedure for enumerating this population.

Sincerely,

Kenneth Prewitt

Kenneth Prewitt
Director

cc: The Honorable Dan Miller

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

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

Dear Mr. Chairman:

During our hearing last Tuesday on the status of Census 2000, I indicated that I would bring to the committee's attention any problems in the implementation of Census 2000 that could place the census at risk.

Obviously, with an undertaking of this magnitude, there are going to be numerous glitches that require adjustments or innovations at different stages of the process, and there will be appropriate junctures throughout Census 2000 for us to review such instances with the Subcommittee. However, as the Update/Leave operation gets underway, I would alert you quickly if we were faced with the following types of serious and systemic problems that could put the census at risk:

- Problems with the payroll system that prevent us from paying our employees on a timely basis.
- Widespread problems filling enumerator positions, despite our extensive pool of qualified applicants.
- Problems with the Census 2000 address file that prevent our employees from being able to fulfill their responsibilities.
- A major breakdown in the Telephone Questionnaire Assistance operation.

Likewise, in the months ahead, I intend to inform you immediately if we believe that we cannot meet our mandated deadlines for delivering Census 2000 data, or if our data were compromised because important intermediate operations could not be completed on time.

I fully expect that there will be no need for special consultations and that our scheduled hearings and briefing will provide us with ample opportunities to keep you apprised of any potential adjustments needed to ensure that Census 2000 data are of the highest quality.

I hope this clarifies my statements of last Tuesday. I would appreciate if this letter can be included in the official record of the Census Bureau's hearing before the Subcommittee, which took place on February 8, 2000.

Sincerely,

Kenneth Prewitt

Kenneth Prewitt
Director

cc: The Honorable Carolyn Maloney

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