

**THE 2010 CENSUS: HOW COMPLETE COUNT
COMMITTEES, LOCAL GOVERNMENTS, PHILAN-
THROPIC ORGANIZATIONS, NOT-FOR-PROFITS
AND THE BUSINESS COMMUNITY CAN CONTRIB-
UTE TO AN ACCURATE CENSUS**

HEARING

BEFORE THE

SUBCOMMITTEE ON INFORMATION POLICY,
CENSUS, AND NATIONAL ARCHIVES

OF THE

COMMITTEE ON OVERSIGHT
AND GOVERNMENT REFORM

HOUSE OF REPRESENTATIVES

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CONTENTS

Hearing held on December 2, 2009	Page 1
Statement of:	
O'Hare, William, senior fellow, Annie E. Casey Foundation; Melanie Campbell, executive director, National Coalition on Black Civic Participation; David Williams, Chair and planning director, Gaston County Complete Count Committee, Gastonia, NC; Yvette Cumberbatch, coordinator, NYC 2010 census, New York City government; and Mercedes Lemp Jacobs, director, Office of Latino Affairs, Washington, DC, government	7
Campbell, Melanie	26
Cumberbatch, Yvette	41
Jacobs, Mercedes Lemp	47
O'Hare, William	7
Williams, David	35
Letters, statements, etc., submitted for the record by:	
Campbell, Melanie, executive director, National Coalition on Black Civic Participation, prepared statement of	28
Clay, Hon. Wm. Lacy, a Representative in Congress from the State of Missouri, prepared statement of	3
Cumberbatch, Yvette, coordinator, NYC 2010 census, New York City government, prepared statement of	43
Jacobs, Mercedes Lemp, director, Office of Latino Affairs, Washington, DC, government, prepared statement of	50
O'Hare, William, senior fellow, Annie E. Casey Foundation, prepared statement of	9
Williams, David, Chair and planning director, Gaston County Complete Count Committee, Gastonia, NC, prepared statement of	37

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WEDNESDAY, DECEMBER 2, 2009

HOUSE OF REPRESENTATIVES,
SUBCOMMITTEE ON INFORMATION POLICY, CENSUS, AND
NATIONAL ARCHIVES,
COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM,
Washington, DC.

The subcommittee met, pursuant to notice, at 2:45 p.m., in room 2154, Rayburn House Office Building, Hon. Wm. Lacy Clay (chairman of the subcommittee) presiding.

Present: Representatives Clay, McHenry, Westmoreland, and Chu.

Staff present: Darryl Piggee, staff director/counsel; Jean Gosa, clerk; Yvette Cravins, counsel; Frank Davis, professional staff member; Charisma Williams, staff assistant; Adam Hodge, full committee deputy press secretary; Leneal Scott, full committee IT specialist; Adam Fromm, minority chief clerk and Member liaison; and Chapin Fay, minority counsel.

Mr. CLAY. The Information Policy, Census, and National Archives Subcommittee of the Oversight and Government Reform Committee will now come to order.

Good afternoon and welcome to today's hearing entitled, "The 2010 Census: How Complete Count Committees, Local Governments, Philanthropic Organizations, Not-for-Profits and the Business Community Can Contribute to an Accurate Census."

Without objection, the Chair and ranking minority member will have 5 minutes to make opening statements, followed by opening statements not to exceed 3 minutes by any other Member who seeks recognition. And, without objection, Members and witness may have 5 legislative days to submit a written statement or extraneous materials for the record.

The purpose of today's hearing is to examine exactly what the title says: we want to explore how the contributions of all of you can contribute to an accurate census. That has to be our singular focus. We need the efforts and cooperation not only of you in this hearing room, but those of everyone. We need everyone to get this done. I am very passionate about this, as I am sure you are also.

This hearing will focus on Complete Count Committees. The subcommittee will explore all aspects of the CCC, including, but not limited, to diversity of membership, activities, funding alternatives, and special initiatives in rural and urban settings. The Census Bureau's interaction and cooperation with local and county governments and stakeholders will be explored.

Additionally, this hearing will track the efforts underway by local governments to actively encourage census participation. The subcommittee will also hear testimony on activities specific to "Hard to Count Communities." The subcommittee is also interested in the lessons learned from past census activities in developing a "best practices" guide for future census outreach.

We want to make sure that we work with the Bureau through the Regional Partnership Program. The program is credited with attributing to the success of the 2000 census. It is the Regional Offices of the Census Bureau that is key to your work on the ground. They are empowered to assist you in an incredible number of ways. Work closely with them.

I thank all of our witnesses for appearing today and look forward to their testimonies. I now yield to the distinguished ranking member, Mr. McHenry, of North Carolina.

[The prepared statement of Hon. Wm. Lacy Clay follows:]

***Statement
Of
Wm. Lacy Clay, Chairman
Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee
Wednesday, December 2, 2009
2154 Rayburn HOB
2:00 p.m.***

“The 2010 Census: How Complete Count Committees, Local Governments, Philanthropic Organizations, Not-for-Profits, and the Business Community Can Contribute to an Accurate Census”

Good Afternoon. Welcome to today’s hearing entitled,
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We have a well-rounded panel assembled for today's hearing. We have a witness from a private charitable organization. We have witnesses that can give a view on special considerations in urban and rural settings respectively as well witnesses to speak to special considerations for Census efforts in Black and Latino communities.

I thank all of our witnesses for appearing today and look forward to their testimonies. I now yield to the distinguished Ranking Minority Member, Mr. Mchenry of North Carolina

Mr. MCHENRY. Thank you, Mr. Chairman, and thank you for your leadership on the census and all the other issues that you have been working on this Congress, including on Financial Services, which we both serve together on as well. I want to thank the panel for testifying today. In particular, my fellow resident of Gaston County, NC, Mr. Williams, for being here today and traveling to Washington.

The Census Bureau is conducting an unprecedented outreach and awareness campaign for the 2010 decennial census. While its own advertising initiatives and partnership programs with various national organizations and institutions are certainly crucial to improving the overall response rate, the success of the count is largely dependent on the work being done in the trenches, in small communities and neighborhoods across America.

By forming partnerships with local governments, civic groups, and religious institutions and cultural organizations, the Census Bureau is better able to navigate the social and physical landscapes of individual neighborhoods throughout the United States. These partnerships, known as Complete Count Committees, are comprised of local individuals with strong community standing who are best equipped to reach out to everyone in their area and make sure they get counted by the Bureau.

Each county, town, or community is different from one another. The same cookie cutter approach to conducting outreach in promoting participation simply cannot work for every one of these communities. It is up to these Complete Count Committees to develop best practices for their own regions and communicate effectively with the Census Bureau in their successes and failures.

Some States, such as my home State of North Carolina, are well ahead of the curve in the formation of Complete Count Committees for the 2010 census. Others have yet to take the initiative and begin preparations for local outreach efforts for the decennial census.

It is my hope that today's hearing will provide this subcommittee with valuable insight into the progress being made to prepare the census and our communities to challenges yet to be faced and how Members of Congress and the Census Bureau can best assist local governments and civic organizations in preparing for the 2010 count.

I want to thank the witnesses for testifying today and for coming to Washington, DC.

And at this time, Mr. Chairman, if I can introduce my fellow resident of Gaston County, who is here before us today. He is in the middle of the panel before two nice ladies, and they will be nice to you, I hope.

But David Williams is the Director of Planning and Development Services for Gaston County, NC. He has served in the department for 13 years and as its director for about the last 4 years. Mr. Williams is Chair of the county's Complete Count Committee for the 2010 census and also worked on the Complete Count Committee in 2010. The father of two daughters in Gaston County, he and his wife live in Gaston County. He is an Appalachian State graduate.

Appalachian State, Mr. Chairman, they have actually had a couple championships, football championships. Three? Three in a row.

Pretty amazing. We actually beat Michigan State, so thankfully neither one of us have any Michigan ties, so we are all right with that, right, Mr. Williams?

So thank you, Mr. Williams, for testifying today and for making the trip.

Mr. CLAY. Thank you, Mr. McHenry, and thanks for that notable sports history, as well as introducing us to Mr. Williams and introducing him to the subcommittee.

Let me also recognize the rest of the panel. We will first hear from Dr. William O'Hare, senior fellow of the Annie E. Casey Foundation since October 1993. Dr. O'Hare has directed the Kids Count Program at the Annie Casey Foundation. Dr. O'Hare has a Ph.D. in sociology demography and 30-plus years working in non-profits with a focus on disadvantaged Americans. Thank you for being here.

Our next witness will be Ms. Melanie Campbell, executive director of the National Coalition of Black Civic Participation. In 2000, she was recognized as one of Washington, DC's, Top 40 Under 40 Emerging Leaders, which we note she is still under 40. [Laughter.]

She currently serves on the Board of the Black Leadership Forum.

Our fourth witness is Ms. Yvette Stacey Cumberbatch, coordinator of New York City 2010 census, New York City government. Ms. Cumberbatch previously served as chief of staff of the New York City Housing Authority, assistant New York State attorney general, and chief of staff special counsel to the city of New York deputy mayor for legal affairs. Thank you also for being here.

Our final witness will be Ms. Mercedes Lemp, director, Office of Latino Affairs, Washington, DC, government. Ms. Lemp Jacobs served for 4 years as the executive director of Language, Etc., a non-profit organization providing English as a second language and the other services to mostly Latino immigrants. She serves as the director of the Office of Latino Affairs. Thank you also for being here.

Welcome all of you to the hearing.

It is the policy of the subcommittee to swear in all witnesses before they testify, and I ask all of you please stand and raise your right hands.

[Witnesses sworn.]

Mr. CLAY. Thank you. You may be seated.

Let the record reflect that all the witnesses answered in the affirmative.

Each of you will have 5 minutes to make an opening statement. Your complete written testimony will be included in the hearing record. The yellow light will indicate that it is time to sum up; the red light will indicate that your time has expired.

Dr. O'Hare, you may begin.

STATEMENTS OF WILLIAM O'HARE, SENIOR FELLOW, ANNIE E. CASEY FOUNDATION; MELANIE CAMPBELL, EXECUTIVE DIRECTOR, NATIONAL COALITION ON BLACK CIVIC PARTICIPATION; DAVID WILLIAMS, CHAIR AND PLANNING DIRECTOR, GASTON COUNTY COMPLETE COUNT COMMITTEE, GASTONIA, NC; YVETTE CUMBERBATCH, COORDINATOR, NYC 2010 CENSUS, NEW YORK CITY GOVERNMENT; AND MERCEDES LEMP JACOBS, DIRECTOR, OFFICE OF LATINO AFFAIRS, WASHINGTON, DC, GOVERNMENT

STATEMENT OF WILLIAM O'HARE

Mr. O'HARE. Thank you, Chairman Clay and Ranking Member McHenry. I am pleased to be here today to represent the Funders Census Initiative and the many foundations that are part of that collaborative effort. I am a demographer and a senior fellow at the Annie E. Casey Foundation, and also a consultant with the Funders Census Initiative. My involvement in the decennial census goes back several decades and includes experience as a data user, as well as a Foundation program officer who supported efforts to educate stakeholders on the importance of the census.

I believe foundations have several important attributes that put them in a unique position to help the Census Bureau get an accurate and fair census. For example, foundation program offices are embedded in organizational networks which allow them to easily reach hard-to-count communities with a message about the importance of the census; they can provide a critical link between the Census Bureau staff and the trusted voices in local communities; they are in a good position to foster public-private partnerships like those involving the Census Bureau and local grassroots organizations; and, of course, foundations can often provide funding for activities to promote census awareness and participation in hard-to-count communities.

I will focus my comments today on three topics: the development and mission of the Funders Census Initiative, FCI's activities related to the 2010 census, and, finally, some recommendations. I have submitted a longer written version of this testimony that provides more details regarding the points I raise here.

The Funders Census Initiative is an ad hoc coalition of foundations and philanthropic community groups focused on getting an accurate and fair and complete 2010 census. Foundations have supported census projects in the past, but this is the first time they have formally shared strategies and information, pooled resources in an organized campaign. It represents a major step forward in terms of involvement of foundations in promoting the decennial census.

FCI's mission is straightforward: to stimulate interest in the 2010 census among foundations and their grantees; to mobilize philanthropic resources for census outreach; and to facilitate census engagement through resource development, information sharing, strategic advice, and direct consultation. A wide range of foundations and affinity groups from national to community-focused are participating in the initiative, and we invite you to visit our Web site to learn more about FCI.

In terms of the activities, over the past year, the Funders Census Initiative has launched a wide range of activities. They have established a Web site for Funders to share information and ideas and best practices; organized conference calls, Webinars for Funders and their grantees; coordinated Funders and grantee activity with the Census Bureau; analyzed the distribution of hard-to-count populations; and briefed journalists on several occasions.

Foundations are supporting a Brookings Institution analysis of Federal programs that allocate funds based in whole or in part on census data, and this information has proved very useful in helping local communities understand why the census is important. The Initiative is also funding development of a free online interactive mapping tool to help pinpoint hard-to-count areas in every part of the country.

Foundations have invested millions of dollars in grants to organizations that are reaching deep into hard-to-count communities to underscore the message that the census is easy, it is important, and it is safe. Detailed examples of coordinated philanthropic efforts in Illinois, California, Massachusetts, and Long Island are provided in my written testimony.

Let me highlight here one early and unprecedented effort that has served as a model for philanthropic investment and census over the past year. In many ways, it constitutes a best practices model.

Led by the Chicago-based Joyce Foundation, Funders formed the Illinois 2010 Census Initiative and raised over \$1.2 million. They launched a Count Me In campaign. In late summer, following an RFP process, the collaborative announced 26 grants focused on boosting census response rates in the State's hard-to-count communities.

The Census Bureau is working hard, but they cannot accomplish their goal of a fair and accurate census in isolation. Census messages often resonate best when they are conveyed by trusted voices and through known organizations, and these are often grassroots, non-profit organizations. But these non-profit organizations need resources to fulfill this role. This is funding that the Census Bureau does not provide, and State and local governments cannot provide in sufficient amounts, particularly in these recessionary times. Philanthropy has helped fill this resource gap.

Let me close with three recommendations as we look to our 2020 census and beyond. First, that the Census Bureau should look beyond Complete Count Committees in ways to engage local communities in the census; second, that Congress should examine ways for the Census Bureau and the Federal Government broadly to provide financial resources for non-profit organizations engaged in census outreach, perhaps through a public-private partnership with philanthropy; and, third, recommend that the Census Bureau continue its partnership program throughout the decade to keep lines of communication open.

Thank you for the opportunity to share my thoughts about philanthropy's role in supporting the 2010 census, our Nation's largest and most inclusive civic event. We at FCI look forward to working with the subcommittee in the future. Thank you.

[The prepared statement of Mr. O'Hare follows:]

***Statement
Of
Dr. William O'Hare
Funders Census Initiative
And
The Annie E. Casey Foundation***

***Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee***

***Wednesday, December 2, 2009
2154 Rayburn House Office Building
2:00 p.m.***

***"The 2010 Census: How Complete Count Committees,
Local Governments, Philanthropic Organizations,
Not-for-Profits and the Business Community Can Contribute to an
Accurate Census"***

Chairman Clay, Ranking Member McHenry, and Members of the Subcommittee:

I am pleased to represent the Funders Census Initiative, and the many foundations that are a part of this collaborative effort, at this important subcommittee hearing on the role of Complete Count Committees in promoting an accurate and fair 2010 census. I am a demographer and Senior Fellow at the Annie E. Casey Foundation, and a consultant to the Funders Census Initiative. I also am the alternate representative for the Association of Public Data Users (APDU) on the 2010 Census Advisory Committee to the U.S. Census Bureau. My involvement in decennial census issues goes back several decades, both as a data user and analyst and as a supporter of foundation and nonprofit efforts to educate stakeholders – including nonprofits, the media, and Congress -- about the importance of an accurate count and comprehensive data collection.

I will focus on three topics in my testimony today: First, the genesis and mission of the Funders Census Initiative; second, an overview of philanthropy's support for 2010 census outreach and promotion activities, including resources for many community-based organizations

that are part of local and state Census Complete Count Committees (CCCs); and third, recommendations for supporting the work of Complete Count Committees and nonprofit census campaigns in the future.

By way of introduction, let me offer a few observations about philanthropy's interest in the census and ways philanthropy can contribute to a successful enumeration. Foundations offer several positive attributes that put them in a unique position to help promote an accurate decennial census and to encourage and supplement the work of Census Complete Count Committees. For example, Foundation program officers are often embedded in organizational networks, which allows them to easily raise the issue of census participation among their grantees and related organizations. Since Foundations are often seen as important national, regional and local institutions, they can effectively promote the census to elected officials and civic leaders.

Partly because they often bring resources to the table, Foundations are well-positioned to promote public-private partnerships like the kind involving the Census Bureau and local NGOs. They often are connected to leaders in hard-to-count communities, allowing them to serve as a critical link between Census Bureau staff and the trusted voices in local communities. Many funders are in a position to link related efforts among non-profit organizations, and to link activities involving non-profit organizations, Complete Count Committees and the Census Bureau. And, of course, foundations are often able to provide funding to help promote census awareness and participation in hard-to-count communities.

1. The Funders Census Initiative (FCI)

The Funders Census Initiative is an ad hoc coalition of foundations and philanthropic affinity groups interested in a fair and accurate 2010 census. The Initiative is unique and unprecedented both in scope and extent of collaboration. Foundations have supported census projects in the past, but this is the first time they have formally shared strategies and information and pooled resources in a concerted effort to supplement the Census Bureau's Census Communications Campaign.

FCI's mission is straightforward: To stimulate interest in the 2010 census among foundations and their grantees; to mobilize philanthropic resources for census outreach and promotion, with a focus on historically hard-to-count populations; and to facilitate census engagement through resource development, information sharing, strategic advice, and direct consultation. Achieving these goals in difficult economic times has been challenging but rewarding.

Participants include large national funders, such as the Ford Foundation and Carnegie Corporation of New York; regional philanthropies, such as the Midwest-focused Joyce Foundation (Chicago); state-focused funders, such as the California Endowment, New York Foundation, and Z. Smith Reynolds Foundation in North Carolina; smaller family foundations, such as the Bauman (DC) and Hagedorn (Long Island) Foundations; and affinity groups, including Grantmakers Concerned with Immigrants and Refugees (GCIR), Funders Committee for Civic Participation, and the Association of Black Foundation Executives. We invite you to visit our web site to see the range of resources we offer and some of the projects our members are funding.¹

The Initiative began its work in July 2008 with a meeting at the Ford Foundation in New York City. A larger group of funders convened that fall at the Joyce Foundation (itself a long-time supporter of census education and promotion activities) to discuss the importance of investing in civic engagement activities. Speakers at this brainstorming session included Chicago Regional Census Director Stan Moore, often credited with launching the concept of Complete Count Committees, who discussed the agency's strategy for engaging civic leaders and community groups in support of the 2010 enumeration. Nonprofit stakeholder organizations talked about the importance of an inclusive census to their work and expressed a strong interest in promoting census participation among their largely hard-to-count constituencies. It quickly became apparent that local governments and nonprofit groups were a vital part of a successful census, but that these external partners would need resources to launch promotional campaigns — resources that would not come from the Census Bureau nor, at a sufficient level, from fiscally-strapped states and municipalities. While a handful of foundations had already made individual commitments to support national census campaigns, it would take a larger investment to help the Census Bureau reach the growing ranks of the hard-to-count: Not only people of color, the poor,

¹ <http://funderscommittee.org/funderscensusinitiative>

and immigrants with limited English proficiency, but individuals and families displaced from their homes and neighborhoods by the recession and foreclosure crisis.

The discussion illuminated many reasons why philanthropy should care about the upcoming decennial census: the fair allocation of federal program funds and political representation; a guidepost for business and philanthropic investment decisions that could help struggling communities recover and flourish. It has often been said that the census is about money and power, but to philanthropy, investing in an accurate census is about “empowerment” – helping build local capacity to plan and implement strategies for strong communities and economic opportunity. Participants also discussed the need for a framework that would help us achieve our goals. From this recognition, the Funders Census Initiative was born, filling a resource void at a critical point in the census cycle, as the Census Bureau launched its Partnership Program and urged state and local governments to establish Complete Count Committees representing the widest range possible of population groups and community interests.

2. FCI Activities

Over the past year, the Funders Census Initiative and its participating foundations and affinity groups have launched a wide range of educational activities and collaborative funding projects to support national, state, and local census promotion campaigns. But first, we became a 2010 Census National Partner, pledging to help promote an accurate census.

To encourage greater interest in the census, the Initiative has prepared and distributed fact sheets; supported the circulation of up-to-date information on key census operations and policy issues through frequent Census News Briefs; analyzed the distribution of hard-to-count populations across the country; assisted the Ford Foundation in developing a toolkit for funders; and prepared a letter for foundations to distribute to all grantees encouraging their support for the census. FCI representatives have spoken about the census at numerous philanthropic events, including conferences and briefings sponsored by the Council on Foundations; Grantmakers for Children, Youth and Families; Neighborhood Funders Group; Border Philanthropy Partnership; New York Community Trust; Grantmakers of Oregon and Southwest Washington; and many others. We also have engaged hundreds of nonprofit groups and civic leaders from across the country, at conferences and by teleconference and Webinar, highlighting the importance of the

census to their work and constituencies, describing key census operational milestones and procedures, and suggesting ways they can help increase participation, such as joining a Complete Count Committee in their area or establishing their own committee. Earlier this fall, we briefed 25 journalists participating in a foundation-supported census workshop at the University of Michigan.

Foundations are supporting a Brookings Institution analysis of federal programs that allocate funds based, in whole or in part, on census data. Complete Count Committees are using the state- and county-level results of this research to promote census participation in their communities, highlighting how an accurate count can stimulate resources for education, public transit and highways, health care, job training, low income energy assistance, public safety, and affordable housing, as well as disaster preparedness. The media has cited the Brookings research often, which has helped spread the message that an accurate census helps local communities in specific ways.

The Initiative also is funding development of an interactive mapping tool to pinpoint hard-to-count areas in every county. The mapping database, a project of the City University of New York,² displays socio-economic characteristics that correlate to lower mail response and higher rates of undercount in the census. So far, it has been available on a limited basis to grantees who are organizing census outreach training for local nonprofits in target states and counties; the database will be available (free of charge) to the public by early 2010. We are confident this cutting-edge resource will help Complete Count Committees and grassroots organizations target promotion activities and craft effective messages, neighborhood-by-neighborhood, to boost participation in the census.

Finally, but by no means least, philanthropy has invested substantial resources in support of national, state-focused, and community-based campaigns to increase census response in historically hard-to-enumerate communities. Large and small foundations have joined forces and pooled funds in creative ways, awarding or pledging millions of dollars in grants to organizations that are reaching deep into hard-to-count communities to ease fears about and build trust in the decennial census.

² The Census Hard-to-Count Interactive Mapping Database is being developed by the CUNY Mapping Service at the Center for Urban Research, The Graduate Center, City University of New York (www.urbanresearch.org).

Here are just a few examples of philanthropy's unique approach to supporting an inclusive census, and the kinds of activities our resources have made possible:

1. **Illinois 2010 Census Initiative, "Count Me In" Campaign:** Led by the Chicago-based Joyce Foundation, 10 private and corporate funders committed \$1.2 million dollars to support 26 projects aimed at boosting response rates in historically hard-to-count areas. Appendix I presents more information about this model collaborative effort; visit <http://www.joycefdn.org/2010census> for a list of grantees and their projects, a campaign press release and fact sheet, and maps displaying Census 2000 response rates in target communities.
2. **Count Me In, Ten for '10 Long Island 2010 Census Initiative:** The Hagedorn Foundation brought together local funders, county and state officials, and the business community, to encourage and support nonprofit engagement in promoting census participation. Appendix II describes this \$330,000 effort in more detail.
3. **Massachusetts Census Equity Fund:** Access Strategies Fund brought together Massachusetts-based funders (including the United Way of Massachusetts Bay) to pledge \$400,000 for census outreach. The collaborative aims to increase response rates by five percent in the state's hard-to-count communities. This campaign is especially timely in light of a local radio personality's call for immigrants to boycott the census.
4. With its Midwest regional focus, the Joyce Foundation is pulling together funders in Michigan, Wisconsin, Minnesota, and Ohio to offer grants for census outreach and promotion. In a partnership with nonprofits, philanthropy is contributing several hundred thousand dollars in each state.
5. Grantmakers Concerned with Immigrants and Refugees has served as a coordinating body for the philanthropic community in California, hosting conferences around the state and bringing together local officials, nonprofits, and funders to leverage limited resources and target areas at greatest risk of an undercount. These meetings often have spawned Complete Count Committees and other collaborative activities. Funding commitments for census outreach grants include the California Endowment (\$4 million) and the California Community Foundation (\$1.5 million). Not surprisingly, the need is great and resources are scarce in this diverse and cash-strapped state. A \$25 million state promotion campaign for Census 2000 dwindled to a less than \$2 million commitment for

Census 2010. Clearly, philanthropic dollars are helping to fill an enormous resource-gap for municipal and grassroots census promotion in our nation's most populous state.

6. Several New York City funders pooled resources and invited grant proposals; the response to the RFP was overwhelming, and the need for funds will far exceed the amount available so far for grants. The New York collaborative and the Long Island initiative are coordinating with state officials to avoid duplication of effort and to maximize reach.
7. With encouragement and assistance from the Funders Census Initiative, grantmakers in Oregon helped Multnomah County (which includes Portland) raise \$150,000 for census outreach and promotion.
8. Philanthropy is a significant source of funding for the "ya es hora! Hagase Contar!" (It's time! Make Yourself Count!; www.yaeshora.info) and "Indian Country Counts" (<http://www.indiancountrycounts.org/home.cfm>) campaigns, Unity 2010 Census Coalition, "Nonprofits Count!" (<http://www.nonprofitscount.org/>), and the Leadership Conference on Civil Rights 2010 Census Public Education Campaign (<http://www.civilrights.org/census/>), nationally-framed but locally-targeted efforts aimed at persuading hard-to-count populations that census participation is safe, easy, and important. Participants in all of these campaigns are supporting or involved in Complete Count Committees across the country.

As they carry out their work, our grantees are working closely with Census Bureau officials at the national, regional, and local levels. They have:

- become 2010 census partners;
- worked with state and local officials to form Complete Count Committees;
- organized training sessions for community-based organizations;
- applied to become Questionnaire Assistance Centers and Be Counted sites;
- prepared toolkits and fact sheets on census operations, rules, and procedures that are available free-of-charge and, often, in-language, to constituencies nationwide;
- launched culturally sensitive promotion campaigns; and
- run Public Service Ads (PSAs) in community newspapers and on buses in targeted cities,

to name just a few of the activities in which our grantees are engaged.

Their focus will shift from education to mobilization next winter and spring, as the Census Bureau's own paid media campaign floods America's consciousness starting in January 2010. Planned activities include public events featuring national and local celebrities, to motivate and facilitate census response; grassroots campaigns to reassure hard-to-count households about the confidentiality of census responses and to highlight how participation benefits their families and communities; and strategically located information centers in hard-to-count neighborhoods.

You might ask: Isn't the Census Bureau spending hundreds of millions of dollars to do much of this work? Why are philanthropic dollars needed to promote the census? The answer is "yes," the Census Bureau is making an unprecedented effort to reach all American households through its three-part Communications program. But I think Census officials would be the first to say that they cannot accomplish their goal of a fair and accurate census in isolation; that census messages often resonate only when conveyed by trusted voices and through known organizations; that the census is planned nationally but implemented locally, sometimes neighborhood by neighborhood. It is a small leap from that premise to recognizing that nonprofit organizations cannot fulfill the parallel role expected of them without resources – funding that the Census Bureau (which is not a grant-making agency) does not provide, and that state and local governments cannot offer in any sufficient amount in recessionary times. Philanthropy has helped to fill this resource gap, and the Funders Census Initiative has provided an infrastructure for sharing information and ideas and for leveraging dollars to support as many useful activities as possible.

3. Recommendations: Looking to 2020 and beyond

Philanthropy is proud of the contributions it has made to increasing awareness of the decennial census and to leveraging scarce dollars in support of critical outreach activities that will bridge the chasm between the Census Bureau and distrustful, fearful, and skeptical population groups. Our work has taught us a lot about public-private partnerships and allowed us to see, firsthand, the many strengths of current census plans and operations and to observe procedures that the Census Bureau could improve for the future. We offer all of our

recommendations in the spirit of partnership and support that has marked philanthropy's relationship with the Census Bureau so far.

1. ***The Census Bureau should search for additional ways to engage local communities in the Census.*** Complete Count Committees are an important but not exclusive means of engaging local organizations in support of the census. While the Census Bureau has promoted the concept of Complete Count Committees (CCCs) for several decades, their visibility increased in 2000 as more and more national and grassroots organizations become involved in census outreach, highlighting the challenges of reaching a diverse and growing population. For the 2010 Census, CCCs are playing an important role in focusing public attention, from a local perspective, on the benefits of census participation. But given the extraordinary diversity and complexity of some communities and the financial strain on many municipal budgets, CCC involvement might not be practical or timely for all organizations that want to conduct census outreach. For example, with foundation support, grassroots organizations in Chicago developed creative campaigns to promote the census months ago, while the City announced its Complete Count Committee only last month, and the State of Illinois has yet to do so. The Census Bureau should recognize that these committees represent one strategy for promoting census awareness and engaging partner organizations and should be flexible in its approach to establishing relationships with community groups.
2. **Congress should examine ways for the Census Bureau to provide financial resources to nonprofit organizations engaged in census outreach, perhaps through a public-private partnership with philanthropy.** It is apparent from philanthropy's work in support of Census 2010 that the decennial count would not be successful without involvement from grassroots organizations serving the hardest-to-reach populations. The 2010 Census Partnership Program fully recognizes the vital role these organizations play, and the Census Bureau spends millions of dollars to engage as many "partners" as possible.

Ironically, though, many if not most of these groups do not have adequate monetary and staff resources to conduct effective outreach, and they are frustrated by their inability to be more proactive in their communities and to meet expectations implicit in some of

the Census Bureau's plans, such as conveying census messages to people with disabilities. Modest in-kind grants that the Census Bureau offers to partners for promotional items and the like are appreciated but do not help increase capacity to build on the official 2010 census promotion campaign. Philanthropy has been able to meet only a fraction of the need for resources; the Illinois 2010 Census Initiative, for example, received nearly \$6 million worth of proposals for its \$1.2 million grant program.

Devising a mechanism for providing some level of direct funding to community-based groups will be challenging, but the concept is worth exploring. The Census Bureau is not a grant-making agency (and as a statistical agency, I am not sure it could or should be), but perhaps Congress could channel funds for nonprofit sector outreach activities through existing grant programs such as Community Development Block Grants. It also might be difficult to establish reasonable criteria for determining which organizations should be eligible grant recipients – one could picture just about any nonprofit organization playing a role in promoting the census, given the survey's broad consequences – but philanthropy has long had to make those kinds of tough funding decisions and conceivably could act as a disinterested program coordinator to facilitate the fair and most effective distribution of government funds. Congress and philanthropy also could consider a public-private matching grant program to maximize the amount of resources reaching communities most vulnerable to undercounting. Matching grant arrangements often spur more foundations to contribute and would likely bring many more funders to the census table, especially if community foundations could target their funds to raise awareness in local neighborhoods.

3. **The Census Bureau should continue its Partnership Program throughout the decade.** Thanks to additional funding Congress provided in the American Recovery and Reinvestment Act of 2009, the 2010 Census Partnership Program is far more extensive than originally planned, with triple the number of partnership staff. The intent is admirable, but as with many local organizations they were hired to reach, most partnership specialists have had a steep learning curve when it comes to complex census operations and rules. Sustaining a Partnership Program, in some form, throughout the decade would allow these valuable employees to understand census procedures more

fully, to learn about inevitable changes in census design in real time, and to serve an important liaison role at critical points in the decennial planning process, representing the perspective of local officials and community organizations in a timely way instead of deflecting concerns when census methods are set in stone. Ongoing partnerships could keep community leaders informed about other important Census Bureau programs, such as the American Community Survey. The Census Bureau could consider modifying the current Census Information Center structure to encompass an ongoing Partnership Program.

Thank you again for the opportunity to share philanthropy's role in supporting the 2010 census, our nation's largest and most inclusive civic event. We look forward to working with the subcommittee to facilitate greater public-private collaboration in the future, so ensure the effective allocation and use of limited resources.

**FUNDERS CENSUS INITIATIVE
APPENDIX I**

**Subcommittee On Information Policy, Census, and National Archives
Committee on Government Reform and Oversight**

December 2, 2009

ILLINOIS *COUNT ME IN* 2010 CENSUS CAMPAIGN

Count Me In is a collaborative funding initiative of Illinois-based foundations to support a coordinated, statewide campaign to increase participation in the 2010 census in 37 targeted communities in Chicago and throughout Illinois. The objective is to increase mail back rates of census questionnaires in selected municipalities by at least 4 to 5 percentage points above the 2000 census.

Count Me In is funded by The Chicago Bar Foundation, The Chicago Community Trust, the Lloyd A. Fry Foundation, Grand Victoria Foundation, the Joyce Foundation, John D. and Catherine T. MacArthur Foundation, Polk Bros Foundation, Steans Family Foundation, Woods Fund of Chicago, and The Boeing Company. In addition, LISC/Chicago is supporting five New Community Program lead agencies in this effort.

The \$1.2 million endeavor funds an unprecedented mobilization of 60 nonprofit organizations – social welfare, civil rights, civic, ethnic, and immigrant-serving groups – that will conduct innovative public education campaigns, community outreach, new media, trainings, and other grassroots activities designed to increase the mail-back rate of census forms from select Illinois communities.

Count Me In is focusing on populations historically under-counted in a census: low-income, African American, Asian, Latino, immigrant, and children. What makes the effort unique is direct funding of nonprofits that are deeply rooted, knowledgeable of community-based networks, and widely trusted in their communities which is expected to boost census participation. These activities will complement and enhance U.S. Census Bureau outreach efforts, allowing nonprofits to engage in a much more active way than would otherwise happen.

Why is this project important to Illinois? Census data determines the distribution of roughly \$400 billion a year in federal funds to state and local governments, including more than \$14 billion each year to Illinois. In addition, census information is used for community and economic planning, drawing congressional and state legislative districts, and monitoring and enforcing civil rights laws in employment, housing, voting, lending, and education. For grantmaking foundations, census data are the basis of planning and focus that assure that private resources are strategically deployed where most needed, to greatest effect. In short, everyone loses if the census numbers are wrong.

Count Me In was introduced in April 2009 with the release of our request-for-proposals inviting nonprofit groups to undertake a range of activities to increase census participation. Working with 2000 census data, we focused our campaign on Illinois communities with populations of 30,000 or more that had “response rates” of 70 percent or lower. At the time, we were unsure of how many proposals we would receive. In the end, the response was overwhelming: 79 proposals requesting \$7 million in funding.

After a multistage review process involving evaluations from the ten funding organizations, we selected 26 grants to carry-out the campaign. The strategies in these Illinois communities – 25 in Chicago and 12 cities outside Chicago – will be high-touch, hands-on, ground-level work to educate people about the census and how easy it is to fill out the questionnaires, and their guarantee of privacy. The plans leverage the nonprofits’ established networks and relationships, are well-aligned with Census Bureau outreach, and build on proven track records of accomplishment in similar education and mobilization campaigns.

The creativity and diversity in this project is what is really exciting. For example, the Center for Economic Progress will bring awareness of the importance of the census through its free tax preparation services to 33,000 low-income Illinois residents. Illinois Action for Children, an organization focused on affordable, accessible child-care, will reach out to the 264,000 low-income families that use their child care resources annually, and they are talking with the Illinois Department of Human Services about how to get census information into the hands of *all* low-income families using state subsidized child care programs.

The Illinois Coalition for Immigrant and Refugee Rights, a coalition of immigrant organizations will place young, bilingual ‘Democracy Fellows’ in 20 different neighborhood locations. The Fellows will build neighborhood volunteer networks and organize door-knocking outreach plans to encourage and remind residents to complete and mail their census questionnaires. Another group, Voto Latino, will target 18-30 year old Latinos through social media, I-Tunes incentives, and celebrity-driven text messaging through mobile phones.

Count Me In is a tremendous opportunity to leverage the strengths of Illinois’ community organizations to ensure a fair and accurate census count for our state. Our coalition is one of the largest alliances of funders and nonprofits working together on census outreach, and we hope to serve as a model of partnership that could be used across the country.

FUNDERS CENSUS INITIATIVE
APPENDIX II

Subcommittee on Information Policy, Census, and National Archives
Committee on Government Reform and Oversight

December 2, 2009

Long Island 2010 Census Initiative

Submitted by
Darren Sandow, Executive Director
Hagedorn Foundation

Public officials may not fully appreciate how philanthropic organizations' relationships with the nonprofit community are greatly enhancing the Census Bureau's efforts to ensure a complete count of United States residents during the 2010 decennial census. The Long Island, NY experience may prove informative.

In mid-2009 representatives of the Long Island (NY) philanthropic community, covering Nassau and Suffolk Counties, began to explore ways of encouraging broad nonprofit cooperation in the 2010 Census, specifically to increase the participation of hard to count (HTC) populations in traditionally HTC communities. The grantmakers formed a funders collaborative which developed the Count Me In: Ten for '10 Long Island 2010 Census Initiative, based on the model established by funders in Illinois. Membership included the most significant philanthropic organizations on Long Island: the Hagedorn Foundation, the Long Island Community Foundation, the Unitarian Universalist Veatch Program at Shelter Rock, the Roslyn Savings Foundation, the United Way, the Rauch Foundation, Public Interest Projects, and an anonymous donor. The collaborative committed to generating a pool of money for regranting to Long Island nonprofits, a pool that grew to \$330,000.

Nonprofit organizations play a critical role in bridging the frequently serious gap between governmental bodies (such as the Census Bureau) and HTC populations. Organizations such as the Leadership Conference for Civil Rights and the National Association of Latino Elected Officials have mounted national media campaigns targeted to these constituencies. It remains for local nonprofits with appropriate cultural expertise, demonstrated track records, and personal connections in these communities to "seal the deal": to persuade skeptical, fearful, frequently marginalized people that their own self-interest, as well as that of their entire community, is served by participating in the census.

All of the grantmakers who joined the collaborative believe that their own philanthropic priorities depend on an accurate census. Both Nassau and Suffolk Counties have substantial HTC communities, generally concentrated in low-income areas with large percentages of African Americans and Latinos. The popular anti-immigrant sentiment on Long Island (as well as elsewhere in the country), combined with the fear engendered by government raids on homes and workplaces, will make it far more difficult to count immigrant populations, particularly

undocumented immigrants, even though the census is required to count all U.S. residents, regardless of citizenship or documentation. Social equity depends on an accurate census.

The collaborative commissioned detailed maps of census tracts in Nassau and Suffolk Counties from the CUNY Mapping Service at the Center for Urban Research. These maps identified HTC tracts based on the 2000 Census response rate and added 2007-2008 foreclosure data to further refine likely HTC tracts.

On August 11, Count Me In released a Request for Proposals (RFP) to the Long Island nonprofit community, including those maps and inviting proposals focused on promoting and increasing census participation in designated HTC geographic areas in which groups already have connections and track records. RFP guidelines gave priority to proposals involving collaboration among organizations, and building on existing census promotion efforts of the Census Bureau, national nonprofits, and local public officials. Grantees would be required to participate in coordinating meetings to share information and strategies.

The collaborative received 24 proposals totaling over \$815,000, and has just made decisions to award 15 grants totaling \$330,000. The Hagedorn Foundation will make additional grants to other nonprofits to fund outreach to HTC youth as well as to provide training to census initiative grantees and any Long Island nonprofit interested in census mobilization work.

In mid-September 2009, New York State released its own Request for Applications to the New York State Complete Count Grant Program, a pool of \$2 million allocated by the state legislature to assist community outreach to reduce the size of the census undercount. The state has allocated \$500,000 for outreach and mobilization activities in a first round of funding, as well as \$300,000 for media campaigns. Acting as the lead agency in a joint proposal, Hagedorn Foundation staff chose five of the strongest proposals to the Count Me In initiative and submitted them to the state as a joint request for \$250,627. Because the Hagedorn Foundation has substantial experience working with media to highlight Foundation priorities, its staff also submitted a \$199,649 request for a complementary media campaign.

Hagedorn Foundation staff worked with Nassau County public officials to establish a Complete Count Committee including all relevant county agencies, as well as all members of the funders collaborative and representatives of the human services, health, and business communities. Foundation staff met with elected officials to solicit their input and their efforts on behalf of census participation. Hagedorn Foundation staff secured a commitment from Long Island's public television station, WLIW, to produce and air an hour-long documentary on the importance of the census.

As will be clear from this account, philanthropic organizations are playing a vital role in deploying their own resources—financial, organizational, and training-related--and in helping to leverage public funds, to promote participation in the 2010 Census, particularly among traditionally hard to count populations and in hard to count areas.

FUNDERS CENSUS INITIATIVE
APPENDIX IIISubcommittee on Information Policy, Census, and National Archives
Committee on Government Reform and Oversight

December 2, 2009

*The Annie E. Casey Foundation's 2010 Census Initiative*Submitted by
Dr. William P. O'Hare, Senior Fellow
The Annie E. Casey Foundation

Good decisions are based on good data, and a hallmark of the Annie E. Casey Foundation's approach is using sound data to advocate—and build strategies—for improving the lives of children. The Foundation's KIDS COUNT effort consistently earns high marks—and the attention of state and national policymakers—for statistically tracking changes in the educational, social, economic, and physical well-being of children in every state. Unfortunately, however, the nation's ability to make the best program and policy decisions possible is often hampered by inadequate data. Because of the Foundations interest in using the best data available we rely heavily on data from the decennial census.

Building on the experience in the 2000 Census when The Annie E. Casey Foundation provided extensive funding to mobilize census stakeholders and develop on-going communications mechanisms to inform groups about the importance of the decennial Census, the Foundation has funded several efforts related to the 2010 Decennial Census.

The Annie E. Casey Foundation provided support for a plenary luncheon on the decennial census at the annual conference of the Council on Foundation in San Antonio, Texas, on October 7, 2009. The Foundation also provided funding and support for a session on the 2010 Census at

the annual conference of the Border Philanthropy Partnership conference October 21, 2009. .

In addition, Foundation staff have spend a lot of time over the past year communicating and consulting with the Census Bureau staff in an effort to maximize the resources of the Census Bureau and the foundation world. In Mid-December, the Foundation will release a report on the undercount of children in the census.

The Annie E. Casey Foundation has made more than \$200,000 in census-related grants over the past few six months. Recipients include the Frontera Asset Building Network, which received a grant to increase awareness of the importance of the census along the U.S.–Mexican border where many counties have all the characteristics is of hard-to-count communities. The Foundation also gave a grant to Leadership Conference on Civil Rights Education Fund to supplement Census awareness work they are doing in Detroit and Atlanta. The Foundation also gave grant to the National Congress of American Indians to help promote census awareness and outreach among American Indians. Finally, the Foundation provided a grant to National Association of Latino Elected and Appointed Officials Education Fund to supplement their census-related work in Texas.

Mr. CLAY. Thank you so much, Dr. O'Hare.
Now we will hear from Ms. Campbell. You may proceed.

STATEMENT OF MELANIE CAMPBELL

Ms. CAMPBELL. Thank you Chairman Clay, for your leadership and for this opportunity to submit written and verbal testimony on behalf of the National Coalition on Black Civic Participation, as well as our Unity Diaspora Coalition [UDC].

The Unity Diaspora Coalition is an unprecedented network of organizations working together in Black communities made up of African-Americans, African, Caribbean, and Afro-Latino leadership to forge a comprehensive agenda that includes: promoting, motivating, and mobilizing the Black population to fully participate in the 2010 decennial census; two, to advocate for a complete and accurate decennial 2010 census count; targeted efforts to protect the political power of the increasing numbers of those displaced by disaster and economic dislocation which are disproportionately Black and low income; ensuring equitable redistricting plans in key States with significant Black populations; and advocating for critical changes in the 2010 census, including adding country of origin for the Black population and changing methods of counting prisoners.

Historically, the Census Bureau has under-counted America's most vulnerable population groups, including racial minorities, immigrants, children, and the poor, leading to inequality for political power, access to publicity, publically supported services and private sector investment in communities where these population groups live and work.

The Census Bureau openly acknowledges it has to develop partnerships with the community-based groups to reach out to these and other hard-to-count populations. Effective partnerships can help address these looming factors in 2010 outreach efforts: the significant growth of hard-to-count populations, escalating fear of government in immigrant communities, and displacement of families due to the housing economic crisis and natural disasters, such as Hurricanes Katrina and Rita.

Further, the current economic crisis has added a new challenge, as my colleague just mentioned, and one of the things that we know that we have a concern about is the fact that, Congressman, I spent a lot of years in Atlanta, GA with the late Maynard Jackson's administration. For the 1990 census I was living in Atlanta and in 2000 was here, and many times the city governments would augment what happens, and that is not happening in many cases because of what is going on with the economy. So for the Black population, which is the hardest to count population of all demographic groups, yet the Blacks have accepted collectively that many of my colleagues are really not getting the kind of resources that we know we need to try to help augment that. So we are really, really glad that you have the philanthropic community here and really working with them to try to help bridge some of the gaps in resources for our community.

The Unity Diaspora Coalition is made up of several key Black organizations. The national coalition is the convener; it is made up of the NAACP, the National Urban League, we have the Practice

Project, Fair Count, Fair Share, and many, many other organizations that are listed within my written testimony. The Coalition, with our partners, are currently serving as effective national community partners for the Census Bureau—many of us are national partners already—and have preexisting relationships and networks in the Black communities.

I want to thank you, Congressman. I think it was March 2009 that you came and hosted us for our census summit, as well as the Praxis Project hosted an organizing meeting in September 2009. And from both of those discussions and many of the meetings we have been having to try to organize a cohesive coalition, we have three main recommendations. One falls under 2010 census partnership program. Many of the Census Bureau's national local partners are not-for-profits. We have small budgets and have been adversely affected by the economic downturn, and we believe the Census Bureau should encourage reasonable allocation of resources to national partners.

Recommendations that we also have for foundations and corporate funders include: linking historically under-counted groups to other funders; funding viral media campaigns; funding Black organizations and community organizing efforts for long-term impact; identify non-cash assistance such as offering groups techs and technology support.

A couple other things. I know I am almost at my time, but I think it is really important. You asked us to talk about forming effective partnerships and Complete Count Committees. One of the things that we know, the Black population, the diversity of the Caribbean African community is that we are really encouraging community Complete Count Committees to make sure, for the Black population, that it includes African-American, Caribbean, Afro-Latino, and African populations so that really has a full effect.

And I will wait for the rest of this for questions and answers. Thank you, sir.

[The prepared statement of Ms. Campbell follows:]



**Written Testimony to the
Information Policy, Census and National Archives Subcommittee
Oversight and Government Reform Committee**

Submitted by
Melanie L. Campbell
CEO & Executive Director
National Coalition on Black Civic Participation
& Convener, Unity Diaspora Coalition

Wednesday, December 2, 2009

Thank you Chairman Clay for your leadership and for this opportunity to submit written and verbal testimony on behalf of The National Coalition on Black Civic Participation (The National Coalition) and our Unity Diaspora Coalition.

The National Coalition's ***Unity Diaspora Coalition (UDC)***, is an unprecedented network of organizations working together in Black communities (African American, African, Caribbean, Afro-Latino) to forge a comprehensive agenda that includes: 1) promoting, motivating and mobilizing the Black population to fully participate in the 2010 Decennial Census; 2) advocating a complete and accurate Decennial 2010 Census count; 3) targeted efforts to protect the political power of the increasing numbers of those displaced by disaster and economic dislocation which are disproportionately Black; 4) ensuring equitable redistricting plans in key states with significant Black populations; and 5) advocating for critical changes in 2020 census including adding country of origin for the Black population and changing method of counting prisoners*. (*See Attachment A)

As the nation approaches next year's constitutionally-required decennial census, the Census Bureau faces the daunting challenge of achieving a full and complete count of all persons residing in the U.S.

Historically, the Census Bureau has undercounted America's most vulnerable population groups: racial minorities, immigrants, children, and the poor, leading to inequality in political power, access to publicly-supported services, and private sector investment in communities where these population groups live and work.

Past Census counts have proven that undercounting dilutes civil rights, voting rights, funding for communities and fair representation.

The Census Bureau openly acknowledges it has to develop partnerships with community-based groups to reach out to these and other hard-to-count populations. Effective partnerships can help address these looming factors in 2010 Decennial Census outreach efforts: the significant growth of hard-to-count populations, escalating fear of government in immigrant communities, and displacement of families due to the housing/economic crisis and natural disasters, such as Hurricanes Katrina and Rita.

Further, the current economic crisis has added a new challenge caused by housing foreclosures which has displaced thousands of families across the country. Also, local governments have been able to augment gaps in funding for Decennial census counts in the past.

However, due to the effects the economic crisis has had on local government budgets, the 2010 Decennial Census will be the first time in recent history when many local governments are not in a financial position to augment funding for local census outreach, even though it is in their political and financial interest to provide funding for census outreach, especially for local complete count committees. Many of these local governments have significant hard to count communities with large Black populations.

Therefore, the philanthropic and business community has the opportunity to be an active partner in addressing the resource gap for 2010 Census outreach efforts through greater funder awareness of decennial census activities and providing support for community-based not-for-profit groups to target members of hard-to-count populations to participate in the census by assisting with funding for complete count committees and organizing efforts.

The Black population is the hardest to count population of all demographic groups, yet the Black civic sector is grossly under resourced to play the critical role it needs to play in helping the Census Bureau to achieve a fair and accurate count of the Black population.

The Unity Diaspora Coalition believes that the not-for-profit Black civic sector has a pivotal role to play if we are to achieve a successful 2010 Decennial Census outcome for the Black population.

The Unity Diaspora Coalition is dedicated to reducing the disproportionate undercount of the Black population by helping the Census Bureau to increase the mail response rates in cooperation with census takers in targeted hard to count (HTC) census tracts. Past Census counts have proven that undercounting dilutes civil rights, voting rights, funding for communities and fair representation.

The Unity Diaspora Coalition has as its primary goal, the development and implementation of a cohesive strategy to address barriers to equitable representation and resource distribution in Black communities related to the 2010 Decennial Census, redistricting and related policymaking.

The National Coalition has secured commitments from several national and local base-building organizations to participate in this historic Unity Diaspora Coalition. **Collectively, UDC partners are trusted voices in the Black community and represent over 5 million constituencies in the African American and Black immigrant communities** including: civil rights, clergy, women, youth, labor, elected officials, academics, fraternities, sororities, policy analysts and grassroots organizing groups working in low income communities.

UDC National Partners include: A. Philip Randolph Institute, African Federation, Institute of Caribbean Studies, The Praxis Project—*Fair Count, Fair Share*, National Urban League, NAACP, NAACP LDF, National Conference of Black Mayors, Institute of the Black World, National Black Caucus of State Legislators, Black Youth Vote, Hip Hop Caucus, The Peoples' Agenda, National Council of Negro Women, 21st Century Foundation—Black Male Initiative, Caribbean Peoples' International Collective, Joint Center for Political and Economic Studies, Black Women's Roundtable, Black Leadership Forum, 100 Black Men of America, National

Association of Black County Officials, Congressional Black Caucus Foundation, UniverSoul Circus, Rainbow Push Coalition, National Action Network and over 100 national and local organizations. **UDC partner organizations are working to establish complete count committees in over 18 states.**

The National Coalition and several of its *Unity Diaspora Coalition* partners are currently serving as effective national and community partners for the U. S. Census Bureau because of the pre-existing relationships and networks to Black communities across the country. The partner organizations of the National Coalition have established networks and a history of community involvement; our collective status as community partners and trusted civic engagement and participation resources are being utilized to assist the Census Bureau with alleviating participation barriers for the 2010 census count of the Black population.

The National Coalition hosted a Unity Census 2010 Call to Action Summit in March 2009 and The Praxis Project-*Fair Count, Fair Share* hosted its September 2009 Organizing Meeting which helped to develop best practices recommendations on how to ensure not-for-profit Black organizations can be fully utilized to achieve a fair and accurate count of the Black population in the 2010 Decennial Census including:

1) 2010 Census Partnership Program

Many of the Census Bureau's national and local partners are not-for-profits that have small budgets and have been adversely affected during the economic downturn, therefore, the Census Bureau should encourage reasonable allocation of resources to national partners. The Census Advisory Committee should monitor hiring of partnership specialists to ensure that those who are serving in hard-to-count communities are hired from these communities.

Increase funding and resource allocation for National and Community Partnership Programs. These partnerships will not generate power nor be effective beyond name without financial support to sponsor outreach and coordination.

UDC recommendations to foundations and corporate funders include:

- Link historically under-funded groups to other funders
- Collaborate with grantees as partners
- Fund viral media campaigns
- Make grant template available along with suggestions on where to apply
- Fund Black organizations and community organizing efforts for long-term impact
- Identify non-cash assistance such as offering groups SMS and other technology support

2) Forming Effective Partnerships and Complete Count Committees

The UDC believes it is vital to engage diverse anchor organizations, that will formulate networks that take the lead in centering our civic and community development work in underrepresented communities, integrating that work with ongoing and long-term community organizing, and focusing on building state alliances/networks from the bottom-up. It is our belief that only a steady work of base-building—community strengthening through ever-expanding leadership and participation—will increase the political and civic power of the Black population to act with impact at the local, state and national levels.

The UDC recommends CCC's targeting Black populations encourage collaboration and partnerships between African American, African, Caribbean and Afro-Latino community-based organizations to share and maximize resources, build and encourage civic participation and involvement of all sectors of the Black community.

3) Encouraging Civic Participation and Involvement

The UDC recommends CCC's target Black men and children under 10 who are the hardest to count populations by utilizing trusted voices that reach that demographic. Over 70 percent of Black families are headed by women. Therefore, we recommend groups incorporate a special outreach to Black women, which is key to reduce the undercount of these hard to reach populations.

The National Coalition Unity Diaspora Coalition partners are devoted to removing barriers to full participation of the Black population in the American democratic process and believes that to maximize the success of the 2010 Decennial Census, there must be a special emphasis on HTC communities, overlooked and transit populations. The Unity Diaspora Coalition believes that being counted in the Census is central to the self-determination of all communities in the United States population to achieve economic & political power, voice and justice in our democracy now and for future generations yet unborn.

Thank you again Congressman Clay for this opportunity to share our recommendations with you and the Information Policy, Census and National Archives Subcommittee.

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MEMO to the REAC African American Advisory Committee

October 28, 2009

To: REAC African American Advisory Committee

Fr: Unity Census 2010 Diaspora Coalition and the Fair Count to Fair Share Initiative

Re: Counting prisoners where they are incarcerated punishes their families and communities

We, the Unity Census 2010 Diaspora Coalition and the Fair Count to Fair Share Census Initiative urge you to consider recommending that the Census Bureau revise its practice of enumerating prisoners where they are incarcerated vs. their homes. The Unity Coalition is comprised of over 100 of the nation's leading Black organizations in the areas of public health, civil rights, racial justice, human rights and public policy. We represent African American as well as African Immigrant organizations with constituents from the Caribbean, Latin America and the continent of Africa. We are deeply committed to ensuring that the Census Bureau provides the most unbiased count of the US population, as a matter of civil and human rights. The Fair Count to Fair Share Census Initiative seeks to ensure that the Census and its ensuing policies, from the count to its implications for money and representation, are conducted fairly and that the interests of people of African descent are on the agenda.

The prisoner miscount creates a multitude of problems:

"Counting large populations of prisoners as local residents leads to misleading conclusions about the size and growth of communities. A staggering 21 counties in the United States are at least 21% prisoners. In some cases, a full third of the population consists of prisoners who previously lived somewhere else. In 173 counties, more than half of the Black residents reported in the Census are actually prisoner."- Too Big to Ignore: How counting people in prisons distorted Census 2000 By Rose Heyer and Peter Wagner of the Prison Policy Initiative, April 2004.

On Census Day, 2.5% of Black Americans found themselves behind bars. Twelve percent of Black men aged 20 to 30 are incarcerated. These figures are 7 to 8 times higher than the corresponding statistics for Whites. The Census Bureau's method of counting the incarcerated disproportionately counts Blacks in the wrong place.

In addition to gaining congressional and state assembly districts from falsely inflated population counts, communities housing prisoners receive additional federal funds for their public school systems, public hospitals, fire and police departments, roads and transportation - none of which are used by their prison population. At the same time, the communities where prisoners are from lose political representation and federal funding due to population shifts caused by racial profiling and high levels of incarceration. The bottom line is that there is a double punishment when people are incarcerated. The individual loses their freedom and their family and communities are also disenfranchised.

Our Recommendations

- Enumerate those persons housed in jails, who are pre-trial detainees, to their home addresses.
- Enumerate prisoners at their last pre-incarceration address. Use data gathered from ACS and the various states' Department of Corrections Administrations.
- Allocate congressional representation and apportionment for each prisoner to the census tract of their last pre-incarceration address.
- Monitor the redistricting process from the federal level down to the municipal level to assure that apportionment and representation is properly distributed as it relates to counting prisoners at home.

Mr. CLAY. Thank you so much for your presentation.
Mr. Williams, you are recognized for 5 minutes.

STATEMENT OF DAVID WILLIAMS

Mr. WILLIAMS. Thank you, Chairman Clay and Ranking Member McHenry and members of the Subcommittee on the Census for inviting me to testify before you today.

Again, my name is David Williams. I am the director of planning for Gaston County, NC and also the Chair of the County's Complete Count Committee. On behalf of the Gaston County Board of County Commissioners and the Gaston County manager, I will discuss the activities of the Gaston County Complete Count Committee in my testimony. I have kept my written testimony in bullet form and will instead speak in more detail on those issues.

Gaston County's philosophy and goal, No. 1, is to achieve an accurate count; count everyone, that includes urban and also rural areas. We are interested in also increasing response rates. In Gaston County, we have kind of an urban versus rural landscape and we have a certain amount of population in the urban area and also in the rural which makes us interested in counting the entire county and make sure we have strategies for both. Our municipal population estimate, according to the latest census, is 126,000; our rural population estimate now within the city limits is approximately 78,000.

In census 2000, we developed a strategy using the Complete County Committee, and that committee was primarily made up of governmental staff. Some of the best management practices that we used for Gaston in 2000 created a slogan called I Count. We wanted to personalize this process to make sure that people understand that it wasn't so much about government wanting count; we needed accurate count. We wanted to make sure we wanted to involve them and they take ownership of the process.

The Gaston County Commission funded approximately \$16,000 for marketing to show its commitment to this process. We also used the LUCA Program, which is the Local Update of Census Address Program. We examined that process and we discovered that there were missing addresses, so we had a technical side to it and we were able to reconcile those addresses and increase our count in Gaston County.

We have also used our Long Range and Current Planning Program. With comprehensive planning and accounting, we often do long-range plans. It gives us an opportunity to get out and meet people and understand the community, and understand those gatekeepers and understand who those folks are. So when we are trying to determine what those hard-to-count areas are, we know the people to go to because of our Long Range and Current Planning Program.

We also use our subdivision process. When developments come in to the county and we know they are large developments, we can keep an eye in terms of that development, where we are in the beginning, also where we are in terms of build-out. That allows us to make sure that we are not missing those new developments that are coming into the county, both urban and also suburban.

In census 2000, we also created a video called I Count video. We were able to run that, Mr. Chairman, on our government access channel in our county, which covers a vast majority of our county and is seen by a lot of individuals through our county.

Now, for census 2010, being involved in census 2000, obviously, I have had an opportunity to get some more experience. The census 2010 strategy, again, establishment of a Complete Count Committee. This committee is more diverse than in 2000 because it was made up primarily of governmental staff. This is made up of the community.

So we feel like with a diverse committee we are going to be able to reach out and reach other people. Part of the committee, we have a technical outreach and diverse special populations managers at the county level so we can understand the system a whole lot better.

The slogan for this 2010 census is It Counts to be Counted. We are also going to have a Census Awareness Week. That has been recommended to begin on February 2010, right before they begin to send out the census forms.

We are also going to be assessing our response rates in urban and rural areas, and part of that, in our urban census track, our lowest response rate was 37 percent; the highest was 76 percent. In our rural census track, the lowest was 43.5 percent and the highest was 74 percent. We want to understand what that number means.

One thing that I always employ to our committee, when we go out and talk to community groups and we say we missed 36 percent, most folks can't identify what 36 percent is. We want to say that means a certain amount of people. And what we do is one person, I think, is estimated about \$1,000, that is what our community could lose over a 10-year period. So that is something that we want to do when we are trying to get the word out; we want not personalize it and make sure that people understand.

Mr. Chairman, if I can yield just a little bit more time, I'm running over.

We are also working with our city and county planning directors. We have a luxury, I guess, of having 14 towns in our county, which allows us to go out to some of those rural areas to meet with those planning directors. We also are going to use all governmental buildings for census questions so people can go out to those centers.

And, again, in closing, we are going to develop another census 2010 video to be shown on local government access channel. We are going to work with local newspapers and also go out to some of the corner grocery stores and those types things, get out where the people are. And we are going to have an art contest with some of the local schools.

So some of the general concerns that we have is just at the urban and also rural areas are mistrust, and we think the way to do that and try to remedy some of that is through education and outreach.

Thank you, Mr. Chairman.

[The prepared statement of Mr. Williams follows:]

**Statement of
David Williams**

Director, Gaston County Planning and Development Services
and
Chair, Gaston County Complete County Committee

**Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee**

2154 Rayburn House Office Building

Wednesday, December 2, 2009

2:00 p.m.

*“The 2010 Census: How Complete Count Committees, Local
Governments, Philanthropic Organizations, Not-for-Profits and the
Business Community Can Contribute to a Successful Census.”*

Thank you Chairman Clay, Ranking Member McHenry, and Members of the Subcommittee on the Census for inviting me to testify before you today.

My name is David Williams. I am the Director of Planning for Gaston County, North Carolina, and also the Chair of the county's Complete Count Committee. On behalf of the Gaston County Board of County Commissioners and Gaston County Manager, I will discuss the activities of the Gaston County Complete Count Committee in my testimony. I have kept my written testimony in bullet form and will instead speak in more detail on these issues.

Gaston County's Philosophy/Goal

- To achieve an accurate count (count everyone in urban and rural areas)
- Increase response rates
- Urban/rural strategy (must employ both)
- Municipal Population Estimate (126,865)
- Rural Population Estimate (now within the city limits) (78,106)

Census 2000 Strategy

- Complete Count Committee Makeup (primarily governmental staff)
- Some of the Best Management Practices (BMPs) for Gaston in 2000"
- Slogan: "I – Count"
- Gaston County Commission Funding approximately 16k for marketing to show its commitment
- Examined Master Address List (discovered numerous addresses were missing, however able to correct through the LUCA Program)
- Long Range/Current Planning Program
- Subdivision Process Billboards and Bumper Stickers
- Census 2000 "I – Count" video

Census 2010 Strategy

- Complete Count Committee recommendations: Complete Count Committee makeup more diverse/more volunteer driven (technical, outreach, diverse/special populations managers at county level)
- Establishment of CCC began in May 2009
- Slogan “It counts to be counted”
- Census Awareness Week (February 2010)
- Assessing response rates in urban/rural areas of county
- Employ the city/town councils – elected officials seminar, meets quarterly
- Work with town/city planning directors to assess hard-to-count areas – GcaMP (Gaston County and Municipal Planners Group); Gaston County Police/County Building Inspections
- Use knowledge-gained rezonings, planning applications to assess difficult areas to count
- County-wise GIS (Geographical Information System) to pinpoint hot spots for growth
- Establish all government buildings as Census Question Centers
- Post Census information on all school websites; Facebook
- Employ the Ministerial Alliance
- Establish a health care committee as a subcommittee to work with hospitals, health care professionals and providers (lunch-and-learn) to market the Census
- Develop a Census 2010 video to be shown on the Local Government Access Channel for Gaston County
- Work with the local newspapers to donate space to conduct stories on Census
- Market at grocery stores, churches, gas stations, rural corner stores, and restaurants
- Art contest for all levels of schools

General concerns

- Urban mistrust
- Rural mistrust

Mr. Chairman and the subcommittee, thank you and that concludes my testimony. I look forward to your questions.

Mr. CLAY. Thank you for your presentation. One note. Be sure you use Mr. McHenry in your video.

Mr. WILLIAMS. OK. Yes, sir.

Mr. CLAY. Ms. Cumberbatch, you are recognized for 5 minutes.

STATEMENT OF YVETTE CUMBERBATCH

Ms. CUMBERBATCH. Good afternoon, Chairman Clay and Ranking Member McHenry of the subcommittee. My name is Stacey Cumberbatch, again, and I was appointed on April 7th as New York City's 2010 census coordinator. I have over 20 years of experience in public service, philanthropy, and the law. Thank you again for this opportunity to talk about efforts underway by Mayor Bloomberg to complement and supplement the efforts of the U.S. Census Bureau to ensure a full and accurate count of all New Yorkers.

First, I want to provide an overview of New York City's population. The challenges of conducting a complete count—

Mr. CLAY. Ma'am, would you pull the mic closer to you? That will work.

Ms. CUMBERBATCH. OK, now it is on.

I first want to provide an overview of New York City's population, the challenges of conducting a complete count in a city as dynamic and complex as New York, and what the city is doing to help address some of these challenges.

First, as many of you know, New York City is the most ethnically diverse city in the United States, with a population of 8.36 million people as of July 2008. Over 3 million New Yorkers are foreign-born. About one-fifth of those folks, about 600,000, have arrived in New York City since 2000. The top 10 foreign-born populations hail from the Dominican Republic, China, Mexico, Jamaica, Guyana, Ecuador, Haiti, Trinidad and Tobago, India, and Colombia.

While New York City is divided into five boroughs, almost 58 percent of its population, two-thirds of all its immigrants actually reside in two boroughs, that of Brooklyn and Queens. That is about 4.9 million people.

New York City has the largest Chinese population of any city outside of Asia. More people of Caribbean ancestry live in New York City than any city outside of the Caribbean. Over 2.27 million Hispanics live in New York City, more than any other city in the United States. New Yorkers of African descent number 1.95 million, more than double the count in any other U.S. city.

More than 200 languages are spoken in New York City, with almost half of New Yorkers speaking a language other than English. The top five languages are Spanish, Chinese, Russian, Italian, and French Creole.

So the city's diversity has always been its strength, but it also poses a challenge to making sure that everyone is counted in next year's census. Recognizing the importance of this, the mayor of the city of New York created the NYC 2010 Census Initiative.

While the city's population exceeded 8 million for the first time in 2000, only 55 percent of New York City households mailed back a completed census form, much lower than the average national mail-in response rate of 67 percent.

As stated earlier, Queens and Brooklyn are home to 58 percent of the city's population, and those two boroughs had actually the lowest mail-in response rate of all of New York City. In fact, several neighborhoods in those boroughs had response rates lower than 40 percent.

So we know there are many different reasons why people do not participate in the census. For example, families living double to tripled up in one family home may fear that information provided on the census form will be shared with the city agencies, such as buildings and fire departments. Some people simply don't know what the census is. Others don't know that this information is important for enforcing civil rights laws, including the Voting Rights Act. Many immigrants in the city are fearful that their undocumented status might be disclosed to Federal authorities if they complete a census form.

So the city is trying to undertake a variety of initiatives to try to supplement, as I said, what the Census Bureau is doing. We are leveraging our city resources to get the word out, to build the relationships with our community leaders from various sectors.

Some of these initiatives include working with our city agencies, such as City Planning. We have a mayor's Office of Immigrant Affairs, a mayor's Community Assistance Unit, the New York City Housing Authority, and other offices of elected officials to first identify hard-to-count groups and neighborhoods in the city and try to work to overcome some of the barriers to participation I mentioned earlier.

We are working with five of the borough president's offices to create borough-based Complete Count Committees comprised of diverse stakeholders from every community. Three of our five borough presidents have already created those committees. We work with them; they are comprised of faith-based leaders, community-based organizations, business leaders, a variety of sectors.

We are using our 311 system to receive inquiries regarding the census and provide timely updated information to the public. We have a Web site online, NYC.gov. It is basic information about the census. It is translated into 18 languages. It also includes maps of every borough and how those particular neighborhoods did in the 2000 census, as well as pertinent links to other information.

We are working with the Department of Education in New York City that is 1.1 million children are a part of our educational system, so we are introducing census in the schools.

And I will sum up very quickly.

Our work is ongoing. There are a lot of challenges to conducting a complete count in New York City given our diversity and our density, so it really requires really mapping out the city basically neighborhood by neighborhood to identify community leaders from all sectors and engage them. We are working closely with the regional Census Bureau, but, as you can imagine, New York City is very complex and it requires a real on-the-ground effort to get that word out.

[The prepared statement of Ms. Cumberbatch follows:]

Statement

Of

*Yvette Stacey Cumberbatch
New York City Census Coordinator
Office of Michael R. Bloomberg, Mayor*

*Information Policy, Census, and National Archives
Subcommittee*

Oversight and Government Reform Committee

*Wednesday, December 2, 2009
2154 Rayburn HOB
2:00 p.m.*

*“The 2010 Census: How Complete Count Committees, Local
Governments, Philanthropic Organizations, Not-for-Profits, and
the Business Community Can Contribute to an Accurate Count”*



Subcommittee Wednesday, December 2, 2009

Good afternoon Chairman Clay and members of the Subcommittee. My name is Stacey Cumberbatch and I was appointed on April 7th to serve as New York City's 2010 Census Coordinator. I have over twenty years of experience in public service, philanthropy, and law. Thank you for this opportunity to speak with you today about efforts underway by Mayor Bloomberg to complement the work of the U.S. Census Bureau to ensure a full and accurate count of New York City's population in the upcoming decennial census.

I will provide an overview of New York City's population, the challenges of conducting a complete count in a City as dynamic and complex as New York and what the City is doing to help address some of these challenges.

An Overview of New York City's Population

The City of New York is the most populous and ethnically diverse city in the United States with a population of 8.36 million people as of July 2008.

Currently, over 3 million of New York City's residents are foreign-born, about one-fifth or approximately 600,000 of whom arrived since 2000. The top 10 foreign-born populations hail from the

neighborhoods who have been historically hard-to-count and in the past have had low participation in the census.

While the City's population exceeded 8 million people for the first time in 2000, only 55% of households mailed back a completed census form, much lower than the average national mail-in response rate of 67%.

As stated earlier, two of the City's five boroughs, Queens and Brooklyn are home to 58% of the City's population and 2/3 of its immigrants and also had the highest concentration of households that did not respond to the mail-in 2000 census form. In fact, there were several neighborhoods where the mail in response rate fell below 40%.

We know there are many different reasons why people do not participate in the census. For example, families living doubled or tripled up in a one family home may fear that information provided on the census form will be shared with City agencies such as the Buildings or Fire Departments. Some people simply do not know what the census is, the value it provides, and that their participation in it can bring resources to their community. Others do not understand that their participation in the census helps the government to properly enforce federal Civil Rights laws, including the Voting Rights Act. Also, many immigrants are fearful that their undocumented status might be disclosed to federal authorities if they complete the census form.

In a city as large, diverse and dynamic as New York, we have to mobilize trusted community voices and institutions across the city to allay fears, reinforce the message that personal information on the census form is strictly confidential and to explain the concrete benefits of an accurate count to each community.

census form, basic information on the census, time-lines, pertinent web links to other information, as well as maps showing how the City did in the 2000 Census;

- Working with the Department of Education to provide outreach to parents through the network of Community Education Councils and to incorporate the “Census in Schools” curriculum for children developed by the U.S. Census Bureau;
- Working with the Department of Youth & Community Development to provide outreach to their extensive network of contractors who provide services in many of the hard-to-count communities in the City;
- Working with the Health and Hospitals Corporation to provide outreach through their network of eleven public hospitals and other facilities serving historically hard-to-count populations; and,
- Work with the New York City Housing Authority and Residents Leaders to target outreach to all people living in public housing or in apartments paid, in part, by the Section 8 program. NYCHA has over 400,000 residents in its traditional public housing and nearly another 250,000 in its Section 8 assisted units.

Our work is ongoing with many other City agencies to leverage their existing communications networks and ongoing events to promote the 2010 Census through distribution of materials and participation in community events.

We have also developed strong working relationships with a number of community based non-profit organizations, including

Mr. CLAY. Thank you so much for your presentation.

Ms. Lemp, you are recognized for 5 minutes.

STATEMENT OF MERCEDES LEMP JACOBS

Ms. LEMP. Good afternoon, Chairman Clay, Ranking Member McHenry, members of the subcommittee. It is an honor to be here today, and I want to thank you for the opportunity to speak to you on such a vital issue to Washington, DC's, Latino community.

My name is Mercedes Lemp. I serve as the director for the mayor's Office on Latino Affairs here in Washington, DC. The mission of the office is to improve the equality of life of the District's Latino population by providing community-based grants, advocacy, community relations, and outreach services to residents so they can have access to a full range of human services, education, health, housing, economic development, and employment opportunities. The population that is served by the office includes over 50,000 Latinos living and working in D.C., and they account for approximately 1 of every 10 D.C. residents.

As part of our mission is to ensure appropriate resources are available to the Latino community, the 2010 census is of vital importance to our office.

While Mayor Fenty and the District as a whole have launched the D.C. Counts Initiative, an aggressive campaign to ensure a full count of the city's residents, OLA has expanded on this effort knowing that the population we serve is especially hard to count and, at the same time, especially in need of the services and resources that will result from an accurate count.

Many Latino families share homes or apartments and may not all be identified as residing in these shared dwellings. In addition, they are also more likely to move from place to place and have short-term living arrangements. Most are lower income, have little formal education; many have children and speak little English. Twelve percent of D.C.'s population is foreign-born and 50 percent of the District residents speak a language other than English at the home.

Washington, DC, has been identified as one of the hardest to count municipalities. Fifty-five percent of the D.C. census tracts are designated hard-to-count. With the Latino community, we face the challenges described above, in addition to a fear of government, immigration authorities, and a general distrust of government based on experiences from their home countries.

Starting with our fiscal year 2009 performance plan, the office included partnering with the U.S. Census Bureau as a key initiative. My staff and I began communicating and working with the Washington, DC, census representatives in the fall of 2008, and since then have collaborated in several ways. We have worked with the Census to help reach out to potential D.C. Latino Census workers; we hosted an employment training and employment tests in our office, a location the community knows well and is comfortable with; we have hosted additional meetings and workshops at the office and now in the community as well.

OLA and the census, as partners, have presented at several majority Latino resident apartment buildings to tenant groups about Complete Count Committees. We have planned a workshop for case

managers and front-line staff of agencies and non-profits that served Latinos. A majority of Latino serving organizations in the city have served the community for many years and are seen as trusted resources.

We have connected with the Congressional Hispanic Caucus Institute and will partner with them to reach out to Latino student associations across the city, and are working with Latino churches through the organization, the Downtown Cluster of Congregations. Our staff member in charge of educational outreach will focus a majority of her time for the next few months leading up to April 1st on educating Latino parents, English as a Second Language teachers and counselors, and setting up Complete Count Committees in Latino majority schools.

Key to our success in communicating is culturally and linguistically appropriate materials. Outreach must be done using culturally and linguistically appropriate messages. Simple translations of materials will not suffice. Information must be developed specifically for the community, specifically targeting the education levels and particular situations for the community. With the financial assistance of the census, we created our own materials in this manner and they are now the centerpiece of our presentations and census talks we have been holding at community centers, clinics, schools, homeless service providers, street corners where men wait for work, etc.

Both the materials and the presentations focus on a few key items beyond the dates, forms, and other essential information which is key to our community: the fact that this information will not be shared with any other agency under penalty of fine and potential incarceration to the census worker, the importance of the community services they currently utilize being adequately funded should an accurate count be done, and the importance of taking action through the simple 10-minute questionnaire. We have also stressed that this is an opportunity to stand up and be recognized in their new country and they are just as deserving to be counted and served by their new government as any other U.S. resident.

As partners, OLA and the census have been able to better reach the community and more effectively deliver the message of the importance of the census. As a trusted member of the community working with community leaders and front-line workers, we have been able to give census access based on a trusted relationship that has been developed over 30 years of working with the D.C. Latino community.

As director of the office, I also serve on the city's D.C. Complete Count Committee, in addition to chairing the Latino Complete Count Subcommittee. The subcommittee includes members of the Latino Community Development Commission, a commission made up of Latino leaders from the city, with the mission of advising the mayor and the office on Latino issues. My presence on the city's Complete Count Committee ensures that not only is my office focused on reaching the city's Latino community, but that the city's overall campaign also considers our Latino residents and the best way to reach them.

Starting a relationship with the census early, working closely with community-based organizations and front-line staff, using cul-

turally and linguistically appropriate materials, meeting the community where they are, and ensuring a Latino voice in the city's overall campaign we hope will lead to a full count of the D.C. Latino community.

Again, I thank you for this opportunity and want to especially thank Rita Castillo and Ron Claiborne, both partnership specialists with the U.S. Census Bureau, for reaching out to us early in the process and continuing to do great work with us throughout the process. Thank you.

[The prepared statement of Ms. Lemp follows:]

***Statement
Of
Mercedes Lemp
Director
Mayor's Office on Latino Affairs
Executive Office
Washington, DC***

***Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee***

***2154 Rayburn House Office Building
Wednesday, December 2, 2009
2:00 p.m.***

***"The 2010 Census: How Complete Count Committees, Local
Governments, Philanthropic Organizations, Not-for-Profits and the
Business Community Can Contribute to a Successful Census."***

Good Afternoon Chairman Clay, Ranking Member McHenry,
Members of the Subcommittee, it is an honor to be here today and I want
to thank you for the opportunity to speak to you on such a vital issue to
Washington DC's Latino community.

My name is Mercedes Lemp, I serve as the Director of the Mayor's
Office on Latino Affairs (OLA), here in Washington DC. The mission of
the office is to improve the quality of life of the District's Latino
population by providing community-based grants, advocacy, community

relations and outreach services to residents so they can have access to a full range of human services, education, health, housing, economic development and employment opportunities. The population that is served by our office includes over 50,000 Latinos living and working in Washington DC. They account for approximately 1 out of every 10 District residents. As part of our mission is to ensure appropriate resources are available to DC's Latino community, the 2010 Census is of vital importance in our office.

While the government of the city as a whole has launched an aggressive campaign to ensure a full count of the city's residents, OLA has expanded on this effort knowing that the population we serve is especially hard to count and at the same time, especially in need of the services and resources that would result from an accurate count. Many Latino families share homes or apartments and may not all be identified as residing in these shared dwellings. In addition, they are also more likely to move from place to place and have short-term living arrangements. Most are low income, have little formal education, many

have children and speak little English, these are families in need of many resources.

Washington DC has been identified as one of the hardest to count municipalities. With the Latino community we face the challenges described above, in addition to a fear of government, immigration authorities and a general distrust of government based on experiences from their home countries.

Starting with our FY09 performance plan, the office included partnering with the Census as a key initiative. My staff and I began communicating and working with the Washington DC Census representatives in the fall of 2008. Since then we have collaborated in several ways.

We have worked with Census to help reach out to potential DC Latino Census workers. We hosted an employment training, and the employment test, in our office, a location the community knows well and is comfortable with. We have hosted additional meetings and workshops in the office and out in the community as well. OLA and Census, as partners, have presented at several majority Latino resident

apartment buildings to tenant groups about Complete Count Committees. We recently held a workshop for case managers and frontline staff of agencies and non-profits that serve Latinos. A majority of Latino serving organizations in the city have served the community for many years and are seen as trusted resources. We have connected with the Congressional Hispanic Caucus Institute and will partner with them to reach out to Latino Student Associations across the city and are working with Latino churches through the organization, the Downtown Cluster of Congregations. Our staff member in charge of educational outreach will focus a majority of her time for the next few months leading up to April 1 on educating Latino parents, English as a Second Language teachers and counselors on setting up complete count committees in Latino majority schools.

Key to our success in communicating is culturally and linguistically appropriate materials. Outreach must be done using culturally and linguistically appropriate messages, simple translations of materials will not suffice. Information must be developed specifically for the community, specifically targeting the education levels and particular

situations for the community. With the financial assistance of the Census, we created our own materials in this manner and they are the centerpiece of the presentations and census talks we have been holding at community centers, clinics, schools, homeless service providers, street corners where men wait for work, etc.

Both the materials and the presentations focus on a few key items beyond the dates, forms, and other essential information which is key to our community - the fact this information will not be shared with any other agency under penalty of incarceration to the census worker, the importance of the community services they currently utilize being adequately funded should an accurate count be done, and the importance of taking action through this simple 10 minute questionnaire. We have also stressed that this is an opportunity to stand up and be recognized in their new country and that they are just as deserving to be counted and served by their new government as any other resident of the United States.

As partners, OLA and the Census have been able to better reach the community and more effectively deliver the message of the importance of the Census. As a trusted member of the community working with community leaders and frontline workers we have been able to give Census access based on a trusted relationship that has been developed over 30 years of working in the DC Latino community.

As Director of the office, I also serve on the city's Complete Count Committee in addition to chairing the Latino Complete Count Sub-Committee. The Sub-Committee includes the members of the Latino Community Development Commission, a commission made up of Latino leaders from the city, with the mission of advising the Mayor and the office on Latino issues. My presence on the city's Complete Count Committee ensures that not only is my office focused on reaching the city's Latino community but that the city's overall campaign also considers our Latino residents and the best way to reach them.

Starting a relationship with the Census early, working closely with community based organizations and front-line staff, using culturally and linguistically appropriate materials, meeting the community where they

are, and ensuring a Latino voice in the city's overall campaign we hope will lead to a full count of DC's Latino community.

Again, I thank you for this opportunity and want to especially thank Rita Castillo and Ron Claiborne both Partnership Specialist with the US Census Bureau for reaching out to us early in the process and continuing to do great work with us throughout the process.

Mr. CLAY. Thank you so much, Ms. Lemp, for your testimony, as well as the entire panel.

We will now move to the question and answer period. I will operate under the 5-minute rule. I will begin with a panel-wide question.

I have heard from my colleagues that represent rural areas, some that represent urban and suburban areas, that a lot of Americans are leery about giving information to the Census Bureau for conspiracy reasons, fearing that they will share this information with other Federal agencies. What is the best way, in your opinion, to communicate to people that the information that they provide to the Census Bureau is confidential? What is the best way to communicate? Anybody on this panel can take a shot at it. We can start here and just move. Mr. O'Hare, do you want to offer?

Mr. O'HARE. I think one is showing people what the Census Bureau asks for. A lot of people have misunderstandings about what is really asked on the Census Bureau questions, so making clear that the kind of information asked is pretty simple and demographically focused is one thing.

The other, I think, is talking about the Census Bureau's record that, for decades, they have collected this data with very few problems, and I think resting on that record is another way to kind of enforce this. But I would underscore this as maybe the biggest problem the Census Bureau faces in 2010, different than 10 or 20 years ago.

Mr. CLAY. Ms. Campbell, do you have any thoughts?

Ms. CAMPBELL. The only thing I would add to that is it also has to do with who the messenger is in taking that into the community. I am also a small town girl from Mims, FL. In April I was home when the person knocked on my mother's door. He was an older gentleman of a different persuasion, doesn't live in the neighborhood. I happened to be home, just happened to be home for her to say, "well, I thought you said"—you know, I talk to my mother a lot and, you know, "I thought you said people were going to be hired from the community. He's not from our community."

So that is going to be very, very important. You keep say trusted voices, trusted voices. Who are those trusted voices? That is what is going to be able to break that. The churches are going to be able to break that. The conversations even our barber shops and beauty shops, the conversations about what this is, because since 9/11, quite frankly, there is a lot that has to do with what has happened with people's privacy, people's concern about the government. There are a lot of things out there.

And I think also government being able to say it, but community leaders being able to reiterate that this is something you need to do, and that is why people—just like we do with the vote. "Why do I need to vote?" "It doesn't have anything to do with me." Yes, it does. It has to do with the kind of message, making sure it is culturally specific and making sure the messengers are people that our people trust.

Mr. CLAY. Thank you.

Mr. Williams, any comment?

Mr. WILLIAMS. Yes, Mr. Chairman. I echo Ms. Campbell's comments and I would add to it I think that you asked a great ques-

tion, and that is the kind of question I think that we, as individuals who work with the census, have to understand. So part of the reason why, part of our committee, we wanted a technical outreach manager and an outreach manager, and also a special and diverse populations manager, because we have urban; and what is done in urban may be a little different in the rural.

So we have to understand the questions that each area faces, and sometimes I don't know some areas as hard to count in urban and/or rural, but we have to find those people who do. And that is the reason I was saying earlier, through our planning program, we can get to know who those gatekeepers are, because, like Ms. Campbell said, if you find out who those individuals are, they may trust that particular individual, and you have to go through that individual.

Another point is I talk to a lot of my friends, for example, about the census. It is not that they mistrust; sometimes they just don't know. So what I do is—and they say, “David, you know, you are kind of passionate about this stuff,” you know. I say, “well, it is important because, No. 1, if you don't return your census form and if you are not counted, we don't get enough money to fund schools, hospitals, and roads, for example. We don't get all the money that we get. So it takes away from our community.” So I think when you personalize it and you connect with that individual, it is kind of like voting, like Ms. Campbell was talking about. If you don't vote, it is hard for you to be counted; and if you don't fill out your form, then do you count?

Mr. CLAY. Exactly. Thank you for that response.

Ms. Cumberbatch.

Ms. CUMBERBATCH. I would echo everything that has been said so far. It does come down to education, people understanding what it is, actually seeing the form; that it is not intrusive, that it is confidential, it does not ask citizenship, it does not ask income, two concerns of most people. Connecting it with the importance of driving Federal funding to our localities for a variety of programs, that is a way of personalizing it, about schools, roads, etc., having that conversation. Again, all of this has to be in the context of trust.

Mr. CLAY. Right.

Ms. CUMBERBATCH. And it comes down to the trusted voices and is it—you know, in New York City, as I said, there are some instances where folks are living double, tripled-up in a one-family home. That home is only going to get one census form, but there are three families living there. So those other two families either have to take it upon themselves to go to a be counted site to get a form or the one family that is there has to include them on that form. But that is a risk to them because they are saying, “well, who is going to get this information.” “Is local government going to find out that there are two other families that live here and it is really a one-family home?” If I am in a family and I have a sibling who is undocumented, do I put them on the form? So all of those factors a person is in a decisionmaking process about what are the benefits to providing some basic demographic information, and am I really going to see those benefits, versus is there a risk about something in my household being disclosed that I don't want someone to know.

So, again, it is about trusted voices, enrolling a lot of diverse stakeholders and leaders in our local communities. You can imagine New York City is very complicated. We are very diverse. We have to reach out broadly and deeply to get that message out, and at the end of the day we get the message out, but come mid-March, when the forms are out in households, that is the call to action, that is when the real work starts to get people to actually fill it out and mail it back.

Mr. CLAY. Thank you for that response.

Ms. Lemp, how do we get them to overcome their fear of filling out the form?

Ms. LEMP. Well, in addition to everything that was said, definitely the trusted voices in the Latino community, that is even more important; the churches, the non-profits that the community works with. And I think the message about the value, because you get this form and what is in it for you; and I know in D.C. the value per capita for the 2007 allocation of funds was \$3,500. So are you willing to walk away from \$3,500 that goes to a concrete example of an organization or a way that it is benefiting that community? So this church or this organization or your school, by filling out this simple form, it means \$3,500.

Mr. CLAY. And with the Hispanic community in some parts of the country, they are very fearful about even talking to anybody, anyone from Government.

Ms. LEMP. Right.

Mr. CLAY. So what is the best practices there, to send people from that community?

Ms. LEMP. Absolutely. Absolutely. Right. So a mass campaign on TV is not going to work, it has to be one-on-one conversations with those leaders in the community that are trusted, basically what everybody has been saying over and over; and it is really a conversation, me talking to you, it is not even necessarily a poster or a flyer or whatever that might be; it is really just the one-on-one conversation, I am doing it, you should do it, and this is why.

Mr. CLAY. Thank you so much.

I thank the whole panel for their responses.

Mr. McHenry, you are recognized.

Mr. MCHENRY. Thank you, Mr. Chairman.

Thank you all for your testimony. Let's continue with this discussion here about mistrust of government or distrust, because I have a constituency where, in the mountains of western North Carolina, if you are not from that holler, as they would say it, you are not from here. And that may mean that you grew up 10 minutes down the road, literally 10 minutes down the road, and you are not from here. So, you know, you could take that same—what Ms. Campbell said, the person who knocked on your door and you say you are not from here. And we have a panel who obviously all five of you all are going to answer your census form, and if you are having that reaction, just imagine those people that have never responded.

So if we could just start from Ms. Lemp, if you want to go from there and we will just go across the panel. If you can delve in a little bit more about what are the best practices for Complete Count Committees so that we can break through that.

Ms. LEMP. And it is those conversations require Complete Count Committees because that is the only way, and it has to be Complete Count Committees, again, with the folks that have been dealing with these communities from the beginning. So a perfect example would be, in Washington, DC, there are a lot of non-profits, a lot of clinics.

Even with health care, a lot of the Latino community doesn't necessarily go to a traditional doctor, they are going to go to the clinics. That is who they trust; that is where they have been. So meeting them exactly where they are. And the Complete Count Committees allow you to have those conversations, spreading the work of the census throughout these Complete Count Committees and allowing many feet on the ground to have these conversations.

Mr. MCHENRY. It is interesting, Mr. Williams' testimony, our discussions before, as head of the planning for the county, you know where the next subdivision is going in or a semi-complete subdivision that wasn't on the map. What are those secrets that you could share with people, what you find that works? Ms. Cumberbatch and we will kind of keep going across. But I am looking for that something you found that kind of works that we can communicate to other people.

Ms. CUMBERBATCH. Right. I mean, this is helpful because it is experiences from different areas of the country, rural, smaller cities, etc. You know, New York City is so large, so diverse, and obviously I have been looking for that magic thing to work in New York City. Honestly, there is not one magic thing.

The approach that we have taken is to first try to map the city and understand how the city did in the last decennial census in terms of mail-in response rate, which is a good indicator on where there might be some challenges. But then to fast forward and look at some of the American Community Survey data that recently came out so we can see where new immigrant groups, because New York City is 40 percent foreign-born, where they have settled within the city in different communities so that we can anticipate that there might be some need to really do some serious outreach in those communities as well.

So that was the first level of kind of analysis. And then trying to map out, OK, who is working within these communities in terms of community-based organization, faith-based leaders, elected officials, etc., to go out and speak to them about this is coming up, this is what went on in the past in the community in terms of mail-in response rate; here are a lot of new people that have settled in the area.

What can we do now, early, to come together and bring our resources to leverage them to not only get the word out, but get the word out in a meaningful way to people, whether that is through their ethnic media, through ads, whether that is convening town hall meetings. But it is very labor intensive and it really does come down to that kind of organizing, mapping it out, and that kind of one-on-one conversation.

The ad campaigns, newspapers, etc., are all important because that is an echoing of the message about this is an important thing to do. But, at the end of the day, people are going to trust because you have had a meaningful conversation with them about what

they see in their future for their community and how this connects to that.

Mr. MCHENRY. Mr. Williams.

Mr. WILLIAMS. I would add everything that has been said and I would go back to the Complete Count Committee. One thing, as chair, that I am employing is that the volunteers, they need training and they have to understand. It is one thing to have a volunteer that will do anything that you ask them to do, but if they don't understand in terms of what community they are going into and how to approach, then they are probably not going to connect.

So what we are employing is our Complete Count Committee to understand the landscape of Gaston County, try to understand different communities. Some are connected, some are sprawled, kind of spread out. May take a different approach. But they have to understand that so we will know what strategy to employ in particular locations.

The one thing I always hit on, again, I hit on earlier, is someone mentioned a response rate, national response rate was 67 percent. Now, if I am at the Y and I am playing basketball or working out, I am talking to one of my buddies, I say, "you know, we had a 67 percent response rate." That is more than 50. He might think that is a pretty good rate, when actually some people didn't get counted, and that is significant for Gaston County. So when you begin to say what does 1 percent mean, 1 percent means this in dollars. I think you alluded to it earlier. One percent means this in dollars. And when you begin to connect and explain it down to their level, see, as planners and people that are working with census, sometimes it is the jargon that we use and sometimes the language. We have to try to bring it down, and that is one thing we are going to approach. And we feel that if we do that it will make a connection.

You mentioned in terms of language planning. We are going to use every resource that we have. We will use our GIS system, Geographical Information System; we will use our Building Inspections Department, not so much for them to go out and do, but tell us where some tough areas are. We will use our Gaston count, we use our police department to work with our community groups, community watch groups. They meet frequently, they know their community, and they really watch the community, and they can tell us, "hey, this is going to be a tough area."

So I think it was mentioned earlier it is going to be a myriad approach, but that Complete Count Committee is critical. But you have to give them the tools and understanding of what they are up against, so when they go out they are ready to make a difference; and I think we will be able to do that.

Mr. MCHENRY. Thank you.

Ms. Campbell.

Ms. CAMPBELL. Well, three things. I mentioned in my testimony that we made sure that we built a coalition that represents the full Black population, with something that is a little bit more unique, at least in my experience. So we have the African Federation, for instance, who is focusing on the African communities, which are very diverse, and making sure that the Complete Count Committees and what he is doing is, first of all, training folks on the ground, but also being able to know when do you go have the con-

versation. In a lot of communities, you may have to have the conversation in the evening. You can't just do it at the church. If people have gathering places, where are those gathering places? When is the time to have those really, really personal conversations to really make a difference? The Institute of Caribbean Studies is leading our efforts in the Caribbean community, and the cultural specific, knowing when and where is really critical so the Complete Count Committees are able to—there is no cookie cutter answer.

The other is the Black population, when it comes to the numbers, is Black men and children 10 and under. So women, make sure that your Complete Count Committee has a very strong target to mothers, to women who are the caregivers, even to get to men, because in many cases it is the mother, it is the wife, it is the significant other in the home who is actually the one who is going to fill that form out.

So it is just making sure that the Complete Count Committees—we have something called the Black Women's Roundtable that is made up of diverse women. We are utilizing that group to help us create the messages in local community. But the bottom line is making sure there is a Complete Count Committee for the Black population, which is my focus. It is very diverse based on what is really going on and looking at those numbers in your community to know that. It is all about relationships, relationships, trusted voices, and making sure that you target women in a real, real way to help bridge the gap for the Black population.

Mr. MCHENRY. Dr. O'Hare.

Mr. O'HARE. Let me respond by talking about a meeting that I was at in North Carolina, and it kind of ties a couple things together here, I guess. In August, the Z. Smith Reynolds Foundation had a meeting just outside of Raleigh, where they brought together 40 or 50 people from around the State involved in non-profit organizations and grassroots organizations; and throughout the day one of the things that came up over and over again was the willingness, the eagerness of these groups to work on census issues, but the lack of resources to do it.

And they are already pressed in so many ways that we all know about that it was a frustrating experience for all of us because the will was there but the resources were not. And I think it kind of underscores what all of us in the Census Bureau knows: what is really critical in getting people involved in this, getting people to respond is these local trusted voices and the organizations that they know.

That brings me to the recommendation I left with, I guess, early on, is that I hope we can work together to find some way to get these local groups the resources they need to do this job. I don't know if it will do it in time for the 2010 census, but I hope we put it on the agenda for 2020.

Mr. MCHENRY. Thank you.

Mr. CLAY. Thank you, Mr. McHenry.

I would like to ask unanimous consent that one of our newest Members to the House, Representative Judy Chu of the Golden State of California, be allowed to sit on the panel today.

Mr. MCHENRY. I have no objection, but the gentlelady is OK to come a little closer as well. [Laughter.]

Mr. CLAY. Thank you for that observation.

Ms. Chu, you are recognized for 5 minutes.

Ms. CHU. Well, since my things are here, maybe I will just stick it out here. But thank you so much. I appreciate it, Mr. Chair and Mr. Ranking Member.

I especially wanted to come to this hearing because I did serve 6 years on the REAC Committee, the Race and Ethnic Advisory, for the years leading up to the year 2000 census. I know what challenges there are. They are great in terms of trying to combat the under-count. So I am so glad that you are here and working toward an accurate complete count for this year 2010 census.

So let me ask this question to Dr. O'Hare or Ms. Cumberbatch. California has cut its census funding for outreach to \$2 million, which is a significant decrease from \$24.7 million in 2000. I know that LA City funding has plunged by half. And these are the areas that are very difficult to count. In fact, LA is the No. 1 hard-to-count population in the country.

Now, I know that in New York Mayor Bloomberg challenged the census counts and secured \$77 million in additional funding for New York City alone. How was he able to get those funds and what will be the implications of the lack of funds in California and LA City?

Ms. CUMBERBATCH. Just for clarification, so the city of New York, the mayor created the NYC 2010 Census Office as an office within the mayor's office, and our annual budget for this census, to help coordinate the city's activities and work with the regional Census Bureau, is actually \$750,000. I wasn't around in 2000. Different administration. I can't say what it was then, but our budget for this cycle is \$750,000.

We currently have three staff people. I anticipate hiring two more staff. And then we have a pot of money that we are looking to figure out the best way to supplement and target either special events, targeted ad campaigns toward certain areas within New York City that are hard to count.

Now, I will tell you that, based on our indices, New York City is probably the hardest to count city in the United States, with almost 71 percent of the census tracks being hard to count; and that has to do with, obviously, our large immigrant population. We are the most diverse city, but we are also a city of basically renters, a lot of singles; all the other indices around hard-to-count.

So two things is, so \$750,000 the city has committed directly for coordination of census activities. But that doesn't speak to the in-kind support that we have leveraged in other city resources using all of our agencies. So using our 311 system, which is our basic information system, using our intranet system, using all the agencies' contracting opportunities.

So many of our agencies contract with CBOs on the ground to provide social services. So we have used that network to disseminate information to directly enroll them in getting the word out to their various constituencies. So we haven't put a money value on all that activity, but it is significant.

In addition, the State of New York put aside \$2 million for census outreach throughout New York State. They put an RFP on the street back in September. They are evaluating proposals. Some

share of that money will go to non-profits on the ground in New York City doing outreach work. I work with them, share all the maps about response rate, where ethnic groups have settled so they can, when they do those funding decisions, do them with some information about where there are going to be challenges.

In addition to that, a number of private foundations of New York City have gotten together to coordinate some of their funding of census outreach work. So we are kind of pulling together in these difficult economic times a lot of different ways to leverage resources on the ground in these hard-to-count, low response rate neighborhoods to increase the response rate in the first instance, and increase cooperation when folks do have to go—census takers do have to go door-to-door to collect that demographic information for those households.

Mr. O'HARE. If I am correct, I think you may be talking about the challenge New York City made to the population, the post-census population estimates, so they raised the estimate and, therefore, New York City got more money—

Ms. CHU. Yes, actually, that is what it was—

Mr. O'HARE. OK. Well, I think that raises an important point because those estimates, which drive much of the \$450 billion that are distributed each year on census data, are tied to the census numbers from the beginning of the decade. So if places are undercounted, they get underestimated throughout the decade, and that is the challenge that New York won and got millions of dollars more because of it.

Ms. CHU. Right.

Mr. O'HARE. I will just mention, though, in California I know there has been an enormous decrease in the amount of money the State has made available. I just mentioned that some of the foundations like the California Endowment and the Grant Makers Concerned with Immigrants and Refugee, and the Border Philanthropy Partnership have pulled together a couple million dollars to try and fill in that gap, and in my written testimony there are some details about that, if you are interested.

Ms. CUMBERBATCH. So let me just add. Thank you for clarifying. One thing about New York City is we have a population division within our City Planning Department. It is part of an agency, a division. A lot of localities do not have a staff of demographers and experts to be able to evaluate each year census data that comes out and to challenge it in terms of whether it is a low estimate or a high estimate. Similarly, our Population Division is currently engaged in the LUCA Process, the Local Update of Census Address list, to look at that address list to make sure that it is complete, there weren't deletions or the additions that the city had recommended earlier in the year are included.

So all of those things go to obviously helping us get an accurate count, the technical aspects of getting an accurate count year to year. But, again, that is something that the city has always budgeted in terms of a population division from our city tax levy money, it is not—and that is an expertise that has existed in the city probably for the past 40 to 50 years, in terms of a department.

Ms. CHU. Well, it is great that New York was able to put together those sources to be able to improve their count.

Let me ask this other question that has to do with bilingual questionnaires. When I was on REAC, I was a big believer and pushed very hard to have bilingual questionnaires distributed to areas where people speak other languages, and I was very glad to see, this year, for this census, that the Spanish language questionnaire is put together and is going to be mailed to places with high Spanish-speaking populations. But I saw that for the other languages—Chinese, Korean, Vietnamese, and Russian—it is being translated, but not being mailed, and I think that is a huge deficit. What can you do to overcome this—my goal would be for year 2020 to change this so that they are mailed, because it is easy to determine where you have such a high population that they are primarily speaking that other language, and, thus, you can do better outreach for those populations.

This is for anybody.

Ms. CUMBERBATCH. Well, I totally agree with you. We actually know and have up on our Web site from 2000 the top five most spoken languages in New York City broken down by census track. So you can actually look at a map. Now, it has changed since 2000, but you can look at the map and you can see where there is a high density of Spanish speakers or Chinese speakers or Russian speakers, etc. So obviously, yes, it would make sense to say that, yes, they are mailing the form in Spanish to those census tracks with a high concentration of Spanish speakers, but they could easily, looking forward, look at other census tracks and other languages that are spoken in different localities, particularly New York City, and mail the form up-front to those households, in English as well; and that would cut back on the need for a lot of non-profits and community-based organizations to also then try to get the word out to those different communities and say, "oh, if you need it in this language, we have it or we can help you get it and you can come in." I mean, that would be a huge improvement in the process of conducting the census for 2020, and I would look at an array of languages, because the data is there. The data is even there in more up-to-date terms in terms of the American Community Survey. So by the time 2020 comes, we are going to have a wealth of data from the past 10 years about languages that are spoken by census track to be able to do a decennial census that really, up front, deals with some of the language issues.

Ms. CHU. Well, in fact, just to continue along those lines, it is my understanding that the American Community Survey is not translated in those same languages.

Ms. CUMBERBATCH. Right. So that is an issue.

Ms. CHU. It is a huge issue.

Ms. CUMBERBATCH. That is a huge issue and that is something that has to be changed in order to get accurate, and particularly because it is a statistical sampling of the population. And in a place like New York City where, as I indicated, almost half of our population speaks a language other than English, it is a huge issue. So it does go to the accuracy of all the data that we obtain.

So, yes, we would push for the American Community Survey being in language based on the information we know about New York City and all other jurisdictions, as well as helping, then, inform for the decennial census, since those forms are going to be

mailed to every household, you know, where they should be in different languages or mailed in English and another language based on the density of foreign language speakers in that particular census track.

Ms. CHU. I just hope that we remember the lessons for this census and push it for the year 2020, because I remember us pushing this for year 2000. Here we are 2010, but the lessons haven't been fully implemented.

Mr. CLAY. We certainly appreciate the issue that you raise and this subcommittee looks forward to your activism and interaction with it. Thank you, Ms. Chu.

Ms. CHU. Thank you.

Mr. CLAY. I now recognize the gentleman from North Carolina for 5 minutes.

Mr. MCHENRY. Thank you, Mr. Chairman. I know votes are coming up on the floor, so I will try to keep this short.

Mr. Williams, in our discussions you talked about forums with the Complete Count Committee and then your relationships with the individual towns and cities within Gaston County. I know others in the room won't find this significant, but we have a county with 200,000 people in it—it is in the top 10 in North Carolina population-wise—and we have 14 different municipalities, which kind of blows your mind; whereas, one borough of New York is larger than the population of North Carolina. So we have a little comparison here. But the difficulties of that in terms of reaching out to these local governments, how do you overcome sort of that divide of cities and then the rural areas as well?

Mr. WILLIAMS. Well, Congressman, we have what you call an Elected Officials Seminar, where all the elected officials in the county come together quarterly to talk about issues, and I think Gaston County is doing a good job in terms of trying to build those relationships from the elected side.

Also, from the staff side, we have started a group called GCAMP, which the acronym stands for Gaston County and Municipal Planners Group, which is a diverse group of people, of planners, but also people from affordable housing, housing, police, also from emergency management. And that group has laid a foundation by which we can address issues such as the census. So that is how we work. So when something like this comes about, for example, in Cherryville or in Mount Holly, for example, we already have that connection.

So when there are difficult areas in and around those municipalities, they have an urban feel, but they are not as large as Gastonia, for example, that is the largest municipality in Gaston County, for example. However, they have a connection also to some of those rural areas. So we can work through them. Again, it goes back to who knows the community the best. So we go to those planning directors and that city staff, and they can help us. So that is what works.

I would mention something—I don't mean to digress, but something you were asking earlier I think was left out a little bit, and that is, also, we plan to use the school system. I mentioned an art contest and I had to kind of go through that quickly. But we see the school system as an opportunity to involve elementary, middle,

and high school. So if we can get them involved, hopefully they can pass that information on to their parents, grandparents, relatives and say, "hey, this is important for us to do."

But the number of towns can be tough in terms of planning and zoning, having different zoning regulations throughout the county. We worked on that process of trying to have one, but, at the same time, we have something such as significant and vital as the upcoming census. Having those guys on the ground, those different municipalities and those staff on the ground in those areas makes it a little easier for me, as Chair of the Complete Count Committee, to make sure that we don't leave areas out, be it urban and/or suburban, rural, etc.

Mr. MCHENRY. Is that one way, working through the school system and working through the kids in getting the message out about the census, is that a way that you found to break through the language barrier that some in our community have?

Mr. WILLIAMS. I think it will create an opportunity. I think so, it will create an opportunity to have that discussion, that conversation with school teachers and to talk to their students about the importance of census. So I think it would offer definitely the opportunity to enlighten their parents about it.

In terms of someone speaking a different language, say the Latino population, you still may have some differences when the child goes home to talk to the parent if the language is primarily Spanish, so we are going to need to work on that. It is not going to be easy, but I think the school system is still just another tool that we can use to try to reduce the under-count and increase the response rate.

Mr. MCHENRY. Absolutely. I certainly appreciate it and I appreciate you all on the panel, Mr. Williams and everyone else on the panel for testifying. I know some of you are back for an additional time, but we appreciate your testimony and your assistance, especially with such a vital function of government as the census is, whether it is a large urban area or rural areas, and everywhere in between. So thank you for your efforts and we would certainly appreciate any guidance or feedback that you could give this subcommittee to make sure that the census is the best that we have ever had in our Nation's history. Thanks so much.

Mr. CLAY. Thank you, Mr. McHenry.

Ms. CUMBERBATCH, you indicated in your written testimony that you have had some interaction with philanthropic organizations. Have you secured any significant financial commitments and can you expound in that in detail, what has been the role of philanthropic organizations in enumerating New York City?

Ms. CUMBERBATCH. There are a number of foundations in New York City that have expressed an interest and put together some funding to support. They haven't announced those grants yet, but have put together and coordinated their funding to organizations that are going to do census outreach work.

What the city of New York did in that regard was to host a briefing early on in June of funders in collaboration with those private funders, a briefing about the census, just basic information. We had the Census Bureau there, we had community-based organizations that had worked on the 2000 census to talk about some of the

challenges they had in doing outreach as a first step. So that gathering was a way to try to interest funders in obviously funding community-based organizations.

Mr. CLAY. This being tough economic times, I would assume it is a tough sale.

Ms. CUMBERBATCH. This being tough economic times, while many private funders in New York City said yes, we see this as important, we see fantastic leverage—because for every person in New York City that is counted, it amounts to \$3,000 a year in terms of Federal funding—that their funding is basically flat this year because their philanthropy is connected to the financial market. So because they have an obligation to current grantees in their ongoing work, whether that be social services, etc., it was hard to supplement, this year, some of those activities of those non-profits to specifically target census work. So it is a very limited pot.

Mr. CLAY. Dr. O'Hare, I assume other cities have also come to you and come to the Foundation to ask for financial support?

Mr. O'HARE. Well, the Funders Census Initiative is kind of the model that has developed these kinds of activities. I think Chicago and the Joyce Foundation was probably the first to really take on this kind of mission, where they assembled more than \$1 million from eight funders or so, and went through a process somewhat similar to New York. The same has happened in Los Angeles and some other cities. Certainly a move in the right direction. I think we are all feeling frustrated because the need is so big and our dollars are not nearly enough.

Mr. CLAY. Thank you for that response.

Ms. LEMP. can you expound on your knowledge of a census boycott by some Latino groups and what additional problems does that create? Please detail your findings and explain what creative tactics your office is utilizing to combat that.

Ms. LEMP. Right. The boycott was something that came out a few months back, and I have to say that with our contacts in the local communities—and connecting, just reiterating the message of this not being connected to any immigration issues and connecting the need to be counted to the funds and the resources that the city would gain from being counted. It really wasn't a big issue also because that message of boycotting was not a message from a local organization, so it wasn't necessarily a trusted voice in our D.C. Latino community. So it wasn't a big issue in Washington.

Mr. CLAY. Ms. Campbell, yesterday Census Director Groves and I, along with St. Louis city officials, rolled out a Census in the Schools Program. Do you believe this is an effective way to reach under-counted children? And please be specific.

Ms. CAMPBELL. Oh, very much so. One of the things that I mentioned about targeting women, targeting mothers, targeting caregivers, and not connecting the fact that what I also wanted to say was what we are focusing in on is developing not just—for coalition 10 years ago, we actually did a poster contest that targeted middle school, elementary grade school. Now, the younger folks that are part of our coalitions are saying we have the social networking now. There are a lot of creative ways for young people to be able to express themselves in the process. So with the Census in Schools, working with community-based organizations, as well as

the school system, the Census in Schools Program, but there are also opportunities for the community-based organizations to participate. So we are really excited that, as a part of what we are doing to be able to have young people express themselves culturally around what does this mean, you know, how I count, if you will.

The National Conference of Black Mayors has an I Count. There are several folks who have this I Count campaign. We have not talked to each other. We had a conference call yesterday with our coalition and two people on the call, who had not talked to each other but were focusing on Black men and the conference, both had I Count campaigns. So there is something about I Count and the change message, especially with the young people being a part of this change era we are in, to be able to express that. So part of what we are doing this year is adding a part of our Census in Schools efforts to utilize social networking, to utilize Facebook, to utilize the YouTube and all the other social mediums that are out there for folks to be able to express. So we saw what could happen in the last election. And that is something that is low cost and people are able to express themselves creatively. And that same 81-year-old mother was a school teacher for 50-plus years, so understanding how that impacts and how teachers have an impact on young lives and the parents, more specifically, is definitely one of the No. 1 things we are going to be doing.

Mr. CLAY. Thank you so much.

Dr. O'Hare, did you have something to say?

Mr. O'HARE. Yes. Could I add a comment on the Census in Schools Program, which I wholly endorse, but I think it is important to recognize, when talking about children, which is the Casey Foundation's focus, is that the age group that has the highest under-count rate based on the 2000 census was preschoolers. Kids under age 5 had an under-count rate of 4 percent higher than people in their twenties and higher than school-aged kids. So I am worried that somehow we think we have taken care of all the children under-counting by focusing on school-aged kids, and it is critical to remember that is not the group that is missed the most.

Mr. CLAY. Thank you for that point.

Mr. Williams, I am going to let you have the final word. Have you interacted with your regional and local census director or your regional director? Are you familiar with who they are? Have they come by to visit your Complete Count Committees?

Mr. WILLIAMS. Mr. Chairman, they have. They have come by. We have a pretty good relationship with our local bureau partnership specialists is what they are called. They actually came to our first Complete Count Committee meeting; they made a presentation, they made all the material, handed that information out.

And, again, in Gaston County we try to set a standard in 2000 with the census, and as a result of it, the Census Bureau felt like we had done a pretty good job in terms of promotion, so we already had that relationship built up from 2000. So when this started kicking off a couple years ago, they were ready to call us and see what are some of the things we can offer to help them out. So, to answer your question, yes, we do have a relationship with them.

Mr. CLAY. Very good.

Let me thank the entire panel for your testimony today and thank you for attempting to make “census 2010” the most successful that this country has experienced. I appreciate your work in this area.

That concludes this hearing. Thank you.

[Whereupon, at 4:22 p.m., the subcommittee was adjourned.]

