

## Union Calendar No. 54

106TH CONGRESS  
1ST SESSION

# H. R. 1010

[Report No. 106–97]

To improve participation in the 2000 decennial census by increasing the amounts available to the Bureau of the Census for marketing, promotion, and outreach.

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### IN THE HOUSE OF REPRESENTATIVES

MARCH 4, 1999

Mr. MILLER of Florida introduced the following bill; which was referred to the Committee on Government Reform

APRIL 19, 1999

Reported with an amendment, committed to the Committee of the Whole House on the State of the Union, and ordered to be printed

[Insert the part printed in italic]

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## A BILL

To improve participation in the 2000 decennial census by increasing the amounts available to the Bureau of the Census for marketing, promotion, and outreach.

1       *Be it enacted by the Senate and House of Representa-*  
2       *tives of the United States of America in Congress assembled,*

3       **SECTION 1. FINDINGS.**

4       Congress finds as follows:

1           (1) A national media campaign is essential to  
2           increase the mail response for the 2000 decennial  
3           census.

4           (2) Promotional events will emphasize the im-  
5           portance of participating in the census, and will mo-  
6           tivate people to respond.

7           (3) More resources are needed to ensure that  
8           the Bureau of the Census is able to carry out an ef-  
9           fective marketing, promotion, and outreach cam-  
10          paign, especially in the hardest-to-count commu-  
11          nities.

12   **SEC. 2. AUTHORIZATION OF APPROPRIATIONS.**

13          There are authorized to be appropriated to the Bu-  
14   reau of the Census \$300,000,000 for fiscal year 2000 to  
15   carry out promotional, outreach, and marketing activities  
16   in connection with the 2000 decennial census of popu-  
17   lation.

18   **SEC. 3. USE OF FUNDS FOR CONTRACTS WITH CERTAIN EN-**  
19                           **TITIES.**

20          *The Bureau of the Census shall make every effort to*  
21   *utilize funds authorized under section 2 to contract with*  
22   *entities that have a demonstrated record of making an im-*  
23   *pact through marketing, promotion, or outreach campaigns*  
24   *on urban and rural communities that have historically been*

1 *undercounted by censuses, including communities with sig-*  
2 *nificant numbers of individuals—*

3 *(1) of color;*

4 *(2) with an income less than the poverty-line; or*

5 *(3) who have limited proficiency in English.*

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