



# The Census Project

February 11, 2009

The Honorable Daniel Inouye  
Chairman, Committee on Appropriations  
United States Senate  
Capitol Building, S-131  
Washington, DC 20515

Dear Chairman Inouye:

We are writing to you as members of the Census Project ([www.thecensusproject.org](http://www.thecensusproject.org)), a collaboration of state and local governments, civil rights and labor groups, housing and child advocates, businesses, and research organizations interested in a fair and accurate Census 2010. As you negotiate a final version of H.R. 1, the American Recovery and Reinvestment Act, we ask you to include \$1 billion approved by both chambers and to give the Census Bureau maximum flexibility to spend these funds wisely.

Because of your leadership, both the House and Senate packages include money to put people to work immediately on Census 2010 preparations. Specifically, this money will be used to triple the number of community partnership specialists, hire more enumerators, open more offices in areas of hard-to-count populations, invest in additional advertising, and expand the training of both community partnership specialists and enumerators. These monies will be used primarily to improve the accuracy of the census in historically hard-to-count populations. All of these steps are necessary to expand decennial capabilities, create a better enumerator environment, and generate the highest levels of participation in Census 2010. Further, all of these activities will generate new employment opportunities in many communities, offering decent wages and steady work through next year.

Although the House and Senate recommended similar funding levels, the language accompanying these bills contains conflicting guidance. The House version of the bill does not lay out as many specific dollar amounts for spending the additional money, instead saying more broadly that the Census Bureau should "hire additional personnel, provide required training, increase targeted media purchases, and improve management of other operational

A project of the Communications Consortium Media Center  
401 Ninth Street NW, Suite 450, Washington, DC 20004  
202.326.8700

and programmatic risks to ensure a successful decennial." The Census Bureau should use \$150 million for "expanded communications and outreach programs to minimize undercounting of minority groups." The Senate version directs the Census Bureau to use \$780 million to hire more census takers "to count underserved communities"; \$120 million to expand the Partnership Program, "with specific focus being placed on hard to reach populations"; and \$100 million to increase outreach and promotion "to minority communities."

We are hopeful the final conference report will reflect language adopted by the House of Representatives. The Census Bureau needs flexibility to direct funds to the most crucial activities and programs and meet the ambitious objectives of Census 2010. If the Bureau is compelled to spend the additional stimulus money based on the Senate directives, other critical decennial operations could be shortchanged.

Thank you for your consideration of our request and your support of the Census Bureau and its efforts to conduct the 2010 Decennial Census.

Sincerely,

American Statistical Association

Asian American Justice Center

Association of Community Organizations for Reform Now (ACORN)

Consortium of Social Science Associations

Japanese American Citizens League/JACL

Lawyers' Committee for Civil Rights Under Law

Leadership Conference on Civil Rights

Linda Loubert, Ph.D.

Political Economist

Research Associate

Morgan State University

Population Association of America and Association of Population Centers

Population Resource Center

The City of New York

The Marketing Research Association (MRA)

Southeast Michigan Census Council

U.S. Conference of Mayors

CC:

The Honorable Nancy Pelosi

The Honorable Harry Reid

The Honorable David Obey