2010 CENSUS: REDUCING THE UNDERCOUNT IN THE HISPANIC COMMUNITY

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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2010 CENSUS: REDUCING THE UNDERCOUNT IN THE HISPANIC COMMUNITY

THURSDAY, JULY 5, 2007

HOUSE OF REPRESENTATIVES,
SUBCOMMITTEE ON INFORMATION POLICY, CENSUS, AND NATIONAL ARCHIVES,
COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM,
San Antonio, TX.

The subcommittee met, pursuant to notice, at 9:12 a.m., at Henry B. Gonzalez Convention Center, 200 E. Market Street, room 103–A, San Antonio, TX, Hon. Wm. Lacy Clay (chairman of the subcommittee) presiding.

Present: Representative Clay.

Also present: Representatives Gonzalez, and Rodriguez.

Staff present: Tony Haywood, staff director; Alissa Bonner, professional staff member; and Will Ragland, staff assistant.

Mr. CLAY. The Subcommittee on Information Policy, Census, and National Archives will come to order. Today's field hearing will examine the issues relating to efforts to reduce the undercount among Hispanics and Latinos in the 2010 census. Without objection, the Chair and other Members will have 5 minutes to make opening statements, and, without objection, Members and witnesses may have 5 legislative days to submit written statements or extraneous materials for the record.

I want to recognize my two distinguished colleagues who are here today. Our gracious host, Mr. Charles Gonzalez, as well as Ciro Rodriguez, for both being here and joining the subcommittee today. Let me make an opening statement, and then I will introduce these two formally.

Let me begin by thanking my colleague and friend, Congressman Charles Gonzalez, for agreeing to host us in San Antonio and for the hard work of his staff in helping us to plan and prepare for today's hearing. Our relationship goes back through generations. His father and my father served together in the U.S. House. When I got here, he quickly became a friend of mine, and I appreciate his friendship.

Let me also thank Mayor Phil Hardberger and the city of San Antonio for their cooperation in making the Henry B. Gonzalez Conference Center available to us today. In addition, I am very pleased that we are joined today by my friend, Congressman Ciro Rodriguez of the 23rd District of Texas. We in Congress are so pleased to have Ciro back in Congress where he should be and should stay. We can clap for him.

[Applause.]

Mr. CLAY. The issues we will be discussing today are very important to him and his constituents, and we are fortunate to have our colleagues' participation in this hearing. Today's hearing is the third in a series of oversight hearings looking at the Census Bureau's preparation for the 2010 census. It is our first field hearing related to the census.

Article 1, Section 2 of the U.S. Constitution, it mandates an actual enumeration of the U.S. population for the purpose of apportionment of congressional seats. In addition, the information is used to allocate $283 billion in Federal funds and to manage Federal agencies. Therefore, it is imperative that the data be complete, accurate, and timely. This requires the Federal Government to exercise due diligence in its effort to count each and every person in the 50 States and the District of Columbia, Puerto Rico, and the island territories.

The 2000 census counted 35.3 million Hispanics living in the United States. That was up 13 million from the 1990 census. The Latino population as a percentage of the total U.S. population grew from 9 percent in 1990, to 12.5 percent in 2000. Unfortunately, the Census Bureau estimates that it missed over 3 million people of Hispanic origin in 2000, and this undercount contributed in part to a loss of over $4.1 billion in Federal funding for 31 States and the District of Columbia. Another $3.6 billion of Federal funding was lost by the Nation's 58 largest couties, including Harris and Dallas Counties here in Texas. This loss of Federal funding taxed the resources of State and local governments and compromised the level of services provided to residents.

Data about Hispanic origin also helps to determine compliance with Federal laws such as the Voting Rights Act, Bilingual Election Requirements, the Home Mortgage Disclosure Act, the National Affordable Housing Act, and other statutes that address affirmative action, nutrition, education, veterans' benefits, older Americans, public health, and energy assistance. Reducing the Hispanic undercount is necessary to ensure that these laws are enforced and administered effectively.

This morning we'll discuss the Census Bureau's plan of reducing the undercount of the Hispanic and Latino population in the 2010 census, including efforts to improve outreach to residents of hard-to-count communities. The tone of the ongoing immigration debate and recent data breaches involving various government agencies heighten the challenge of counting residents in hard-to-count communities, where language barriers and fear of or distrust of the government are prevalent.

To achieve a full and accurate count, the Census Bureau must use every legal and viable means to instill public confidence in the Bureau's ability to collect census data without putting anyone's privacy at risk. These efforts should include providing language appropriate materials for target populations in the Latino community, hiring Hispanics as both senior managers and enumerators, and maximizing cooperation of community partners to strengthen outreach and education.

One week from Wednesday, the House will be voting to provide funding for these efforts, and today's testimony will inform the debate as competing priorities to consider on the House floor. With

the help of our witnesses, we hope to learn this morning what the Census Bureau needs and must do to be effective in meeting the challenges associated with obtaining full information of the Hispanic population. This will be a key component of the broader efforts of securing a complete and accurate count of the entire population on census day 2010.

Now let me yield to my distinguished colleague and our gracious host, Congressman Charles Gonzalez.

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

Opening Statement of Rep. Wm. Lacy Clay, Chairman
Field Hearing on "2010 Census: Reducing the Undercount in the Hispanic Community"
Subcommittee on Information Policy, Census, and National Archives
House Committee on Oversight and Government Reform
San Antonio, Texas

July 9, 2007

Good morning and welcome to today's hearing on reducing the undercount in the Hispanic community.

Let me begin by thanking my colleague and friend, Congressman Charles Gonzalez, for agreeing to host us in San Antonio and for the hard work of his staff in helping to plan and prepare for today's hearing. I also want to thank Mayor Phil Hardberger and the City of San Antonio for their cooperation in making the Henry B. Gonzalez Convention Center – named for Congressman Gonzalez's father, a distinguished member of the House of Representatives for many years – available to us today. In addition, I am very pleased that we are joined today by Congressman Ciro Rodriguez of the 23rd District of Texas; the issues we'll be discussing today are very important to him and his constituents and we are fortunate have our colleague's participation in this hearing.

Today's hearing is the third in a series of oversight hearings looking at the Census Bureau's preparations for the 2010 Census. It is our first *field* hearing related to the Census.

Article 1, Section 2 of the U.S. Constitution mandates an "actual enumeration" of the U.S. population for the purpose of apportionment of congressional seats. In addition, the information is used to allocate $283 billion in federal funds and to manage federal agencies. Therefore, it is imperative that the data be complete, accurate, and timely. This requires the federal government to exercise due diligence in its effort to count EACH AND EVERY person (citizen, legal resident, and alien alike) in the 50 states, the District of Columbia, Puerto Rico, and the island territories.

The 2000 Census counted 35.3 million Hispanics living in the United States; that was up 13 million from the 1990 Census. The Latino population as a percentage of the total U.S. population grew from 9.0 percent in 1990 to 12.5 percent in 2000. Unfortunately, the Census Bureau estimates that it missed over 3 million people of

Hispanic origin in 2000. This undercount contributed in part to a loss of over $4.1 billion in federal funding for 31 states and the District of Columbia. Another $3.6 billion in federal funding was lost by the nation's 58 largest counties, including Harris and Dallas Counties here in Texas. This loss of federal funding taxed the resources of state and local governments and compromised the level of services provided to residents.

Data about Hispanic origin also helps to determine compliance with federal laws such as the Voting Rights Act, Bilingual Election Requirements, the Home Mortgage Disclosure Act, the National Affordable Housing Act, and other statutes that address affirmative action, nutrition, education, veterans' benefits, older Americans, public health, and energy assistance. Reducing the Hispanic undercount is necessary to ensure that these laws are enforced and administered effectively.

This morning we'll discuss the Census Bureau's plans for reducing the undercount of the Hispanic/Latino population in the 2010 Census, including efforts to improve outreach to residents of hard-to-count communities.

The tone of the ongoing immigration debate and recent data breaches involving various government agencies heighten the challenge of counting residents in hard-to-count communities, where language barriers and fear or distrust of the government are prevalent. To achieve a full and accurate count, the Census Bureau must use every legal and viable means to instill public confidence in the Bureau's ability to collect census data without putting anyone's privacy at risk. These efforts should include providing language appropriate materials for target populations in the Latino community, hiring Hispanics as both senior managers and enumerators, and maximizing cooperation with community partners to strengthen outreach and education. One week from Wednesday, the House will be voting to provide funding for these efforts; and today's testimony will inform the debate as competing priorities are considered on the House floor.

With the help of our witnesses, we hope to learn this morning what the Census Bureau needs and must do to be effective in meeting the challenges associated with obtaining a full enumeration of the Hispanic population. This will be a key component of the broader effort to secure a complete and accurate count of the entire population on Census Day 2010.

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STATEMENT OF HON. CHARLES GONZALEZ, A REPRESENTATIVE IN CONGRESS FROM THE STATE OF TEXAS

Mr. GONZALEZ. Thank you very much, Chairman Clay. First of all, welcome to you and your staff. We all got together last night. We were on the river, on a barge, so I think they had an interesting dinner and hopefully an enjoyable evening. And I'm going to be really brief. I know Ciro is going to also have some comments.

What the chairman brings today with his staff is the interest that Congress is showing on probably one of the most important aspects of what government does, and that is the census that has been there since the forming of our country. This is a listening tour more than anything else, and we're here to learn and to take back to our colleagues and to share with them the information that is actually gathered at these field hearings.

We will be touching, of course—and I think the chairman has already touched on the importance of the census. We don't really believe that most Americans understand the importance of the census and how it impacts their daily lives. We're also here to identify and to encourage, to promote partnerships. The Census Bureau cannot conduct the census and be successful without those local partnerships. And I think the Director and other witnesses will be addressing that, as well as leaders from our city in what we have to do.

The census tells us who we are as a Nation. It will identify the needs of our Nation, and it will allow us to provide the opportunity to our citizens that have always distinguished this country more so than any other country. That is how important the census is.

Minority communities occupy a very unique position, and you will hear some of the concerns and some of the challenges that face minority communities by some of our witnesses. They will be those communities that are truly undercounted, and those are the communities whose needs are the greatest and have to be addressed by government, as well as the private sector. The facts and figures that are gleaned, that are actually compiled by the Census Bureau, are not just used—again, these figures are not just used by the government, whether it's Federal Government or it's State or local governments. The private sector, in large measure, also makes very important economic decisions that impact us all based on these same figures. So I think that is our message today.

I am truly gratified that Chairman Clay chose San Antonio, because he could have chosen other cities. But I think he understands where we are and the position we occupy as a city, and, of course, the large Hispanic population not just in this city, but in all of the Southwest. And with that, I thank you very much, Mr. Chairman.

Mr. CLAY. Thank you so much, Congressman. Now I will yield to Congressman Ciro Rodriguez for an opening statement.

STATEMENT OF HON. CIRO RODRIGUEZ, A REPRESENTATIVE IN CONGRESS FROM THE STATE OF TEXAS

Mr. RODRIGUEZ. Thank you, Mr. Chairman. Let me first of all welcome you to San Antonio also. Thank you for coming out here. I also want to personally thank you for doing what you're doing right now. I know how important this is, how essential this is, and

I know how difficult it is to get people to start to pay attention to the importance of this issue.

You mentioned the over 3 million undercount that occurred. If we can just look at that—and those that are involved in redistricting, that would have meant almost four additional Congressmen, and not to mention that in Texas—that was a conservative figure in Texas—we lost, just on the undercount from the previous decade, over $1 billion. So you can figure out—I know that a welfare counselman would know what to do with a billion bucks. Right? [Laughter.]

So, in terms of the difference in the disparity that occurs because of the undercount. And it's an issue that requires these types of hearings so that we can start getting the word out so that we can start doing those things that are needed in making sure that everyone gets counted, and that's important.

[Speaking Spanish.]

Mr. RODRIGUEZ. And so it's important for us to continue to have these hearings. And I want to congratulate our chairman, but I also want to congratulate Congressman Gonzalez. Congressman Gonzalez played a very significant role in the last census. I know he had a series of meetings on behalf of the Hispanic caucus. He was engaged in trying to get them to do some counts in certain areas and making sure that certain people got hired in order for that to occur and that to happen. No one knows this process better than Congressman Gonzalez and the difficulty that we have here in the San Antonio area, in South Texas, in making that happen. So I want to personally thank him for his engagement. So congratulations. Thank you.

Mr. CLAY. Thank you so much, Congressman Rodriguez. Thank you for being here. The subcommittee will now hear testimony from the witnesses before us today. Our first panel, we'll hear from the Honorable Charles Louis Kincannon, Director of the U.S. Census Bureau, and the Honorable Kevin Wolff, City Council Member and Mayor Pro Tem of the city of San Antonio. Thank you, Director Kincannon and Councilman Wolff, for appearing before the subcommittee today.

It is the policy of the committee to swear in all witnesses before they testify. Will you both please stand up and raise your right hands?

[Witnesses sworn.]

Mr. CLAY. Let the record reflect that the witnesses answered in the affirmative. Thank you.

Dr. Kincannon, before you begin, I want to say again how much we appreciate your service in leadership as Director of the Census Bureau. Congressman Gonzalez and I had the opportunity to meet with you and Dr. Steven Murdock, who has been nominated to succeed you as Director. And based on his credentials and our conversation, I am hopeful that Dr. Murdock will bring a similar level of expertise and commitment to the top job at the Census Bureau.

That said, you will have 5 minutes to make an opening statement. Your complete written testimony will be included in the hearing record. The timing system is malfunctioning, but we will indicate to you when you get close. You may proceed.

STATEMENTS OF CHARLES LOUIS KINCANNON, DIRECTOR, U.S. CENSUS BUREAU; AND KEVIN WOLFF, CITY COUNCIL MEMBER, MAYOR PRO TEM, CITY OF SAN ANTONIO, TX

STATEMENT OF CHARLES LOUIS KINCANNON

Mr. KINCANNON. Thank you, Mr. Chairman. Thank you very much for holding this field hearing in San Antonio. And I must say I have renewed respect for your foresight in that you chose to do it on a day when it's 88 degrees in San Antonio and 100 degrees in Washington, DC. But it will make our recruiting problems here more difficult, I think.

I am very pleased to begin with Congressman Gonzalez and with Congressman Rodriguez. I was born in Texas, in Waco. I went through the 3rd grade here in San Antonio, and then I spent the rest of my youth in Corpus Christi.

[Speaking Spanish.]

Mr. KINCANNON. It stood me in good stead many times to speak to people I otherwise could not deal with, the head of the planning, William Frederico, the Waco community leaders sometimes who were more comfortable speaking in Spanish. And when I worked in Europe, I found that it opened some doors that my English would not, so—that was taught in the public schools in Corpus Christi, and I have gained all my life from that opportunity.

Well, I'm still going to be held to 5 minutes, so I'll have to say that in the past decade, a number of important changes have taken place in our country. Among those noteworthy changes is the continued growth of the Hispanic community, our Nation's largest minority community. The importance of this growth should not be underestimated. It is, therefore, critically important for the Census Bureau to ensure that our plans for 2010 will provide accurate data that will be used to create opportunity for the thousands of Latino communities throughout our country. Based on the 2000 census, we think we can further improve the accuracy and coverage of the census. That's our primary goal for 2010.

One of the most significant achievements of the 2000 census was reducing the undercount of the Nation's historically undercounted communities, including Hispanics, African-Americans, and American Indians living on reservations. This success was in large part the result of extraordinary outreach efforts from the inner-city neighborhoods of St. Louis, to the colonias of South Texas. Working with partners in the Nation's hardest-to-count communities was key to achieving trust and encouraging participation.

We worked with national organizations, including NALEO, MALDEF, LULAC, and the GI Forum, as well as the faith-based community and locally elected officials. And to meet the needs of the hardest-to-count communities, such a colonias, in addition to outreach, we used different operational strategies in the field. For 2010, we know improvements can be gained throughout the census process, from the address list development, to better response strategies, as well as outreach among the Nation's hard-to-count communities.

In preparation for the 2010 census, we have conducted extensive planning and testing. Thanks to congressional support, this will be the best planned and most tested census in our Nation's history.

Throughout the decade, the Census Bureau has placed a high priority on improving the accuracy of the census address list. We are working extensively with U.S. Postal Service to update this address list twice every year, and we are working with local communities to update the address list and gather information about group quarters; nursing homes, college dormitories, and the like, so that we can count that community well.

Our goals for language are to provide effective ways for our Nation's diverse communities to participate and respond to the census. For the first time we will mail bilingual Spanish/English census forms to neighborhoods with higher proportions of people who show need to reply in Spanish. We are also identifying areas throughout the United States where information—informational materials in other languages will be helpful. We will also encourage local hiring efforts to ensure that we hire enumerators with relevant language skills to the neighborhoods in which they will be working.

The success of the census will also be enhanced through partnership and outreach. It is our commitment to work with communities throughout the Nation so each and every person living in the United States can be counted on census day. To do so, the Census Bureau is planning a multifaceted and integrated communications program to reach every community. As a part of the overall communication strategy, we intend to incorporate the lessons and successes of the 2000 census, which included both paid advertising and reliance on partnerships.

Partnerships are fundamental to the success of the census. These partnerships encourage participation and demonstrate the importance of the census to the community. Local leaders at the grass roots, whether they are in churches or in schools or in business or in grassroots organizations are more trusted by local people than the Census Bureau. They believe us, but not quite as much as they do people they know every day and see every day. Partners are often our best Ambassadors in hard-to-count areas.

As I mentioned at the beginning, this census is the most planned and tested census in our Nation's history. Our primary goal for the 2010 census is improved coverage and accuracy. We believe all of our coverage improvements, efforts to date, contribute to this goal. Chairman Clay, I assure you that the Census Bureau is fully committed to the goal of counting every American in their proper place and in their communities, especially the hard to count.

Thank you for supporting the goals of the census, which you have done consistently.

Mr. CLAY. Thank you so much, Director.

[The prepared statement of Mr. Kincannon follows:]

PREPARED STATEMENT OF
CHARLES LOUIS KINCANNON
DIRECTOR
US CENSUS BUREAU

Coverage Improvement Plans for the 2010 Census

Before the Subcommittee on Information Policy, Census, and National Archives,
U.S. House of Representatives

Field Hearing, San Antonio, Texas
9 July 2007

Chairman Clay, on behalf of the U.S. Census Bureau, thank you for inviting me to testify. Congressman Gonzalez, Congressman Cuellar, Congressman Rodriguez, I'm very pleased to be in San Antonio and back in my home state to discuss our plans to improve coverage and accuracy for the 2010 Census. In the past decade a number of important changes have taken place both here in Texas and throughout the country. Our nation is growing and becoming increasingly more diverse. Among the noteworthy changes over the last decade is the continued growth of the Hispanic community—our nation's largest minority community. The importance of this growth cannot be underestimated. In the last census, we noted the presence of new Latino communities throughout the nation, as well as in traditional states such as Texas. And the growth of the Latino community has continued throughout this decade. It is therefore critically important for the Census Bureau to ensure that our plans for 2010 will provide accurate data that will be used to create opportunity for thousands of Latino communities throughout America.

Addressing this challenge is the primary goal of the 2010 Census—that is our goal is to improve census coverage and accuracy. Improved coverage and accuracy encompasses reductions in census undercounts, overcounts, and other errors, such as geocoding (locational) errors. Today's hearing comes at a key moment in the census lifecycle. Preparatory field activities for the 2008 Dress Rehearsal and the 2010 Local Update of Census Addresses (or LUCA) program are underway. These activities will help us to improve the accuracy of the short-form census count—the count used to apportion the U.S. House of Representatives.

We are optimistic based on the experience from Census 2000 that we can further improve the accuracy and coverage in 2010. One of the most significant achievements of the 2000 Census was reducing the undercount of the nation's historically undercounted communities, including Hispanics, African Americans, and American Indians living on reservations. In fact, the final estimated undercount in Census 2000 for Hispanics was less than one percent (.71), whereas 1990 the undercount was nearly five percent (4.99). The undercount of African Americans was reduced from approximately four and half

percent (4.57) to less than two percent (1.84). And the undercount of American Indians on reservations was reduced from twelve percent (12.22) to less than one percent (.62). This success was in large part the result of the extraordinary outreach effort and the efforts of the Census Bureau to assess and meet the needs of local communities in conducting the enumeration whether we were in the inner city neighborhoods of St. Louis or the colonias of South Texas. Working with partners in the nation's hardest-to-count communities was key to achieving trust and encouraging participation.

We worked with national organizations, including NALEO, MALDEF, LULAC, and the National Council of La Raza, as well as the faith-based community and locally elected officials to reach out to the Hispanic community. And to meet the needs of the hardest-to-count communities, such as colonias, in addition to outreach, we also used different strategies in the field. As all of you know, gaining trust from colonias residents is particularly challenging. To meet this challenge in 2000, we worked with the state of Texas to identify the areas with colonias. In addition, we partnered with the University of Texas-Pan American in Edinburg in developing our enumeration strategies, which included the use of "update/enumerate" methodology. With update/enumerate, we not only update the census address list, but we also conduct enumeration at the same time. (Meaning we do not leave the questionnaires to be mailed.) We also developed a new strategy, the use of cultural facilitators—or "promotoras." The promotoras were our partners at the street level. They accompanied the enumerator, or census taker, assisting the census taker in gaining access to the community and encouraging participation. Their assistance was invaluable. For the 2010 Census, we are trying to build on this success and we anticipate using these or similar strategies.

In fact, based on our experience with past censuses and the plans and testing developed this decade, we know improvements can be gained throughout the census process—from address list development to better response strategies, as well as outreach among the nation's hard-to-count communities. And it is especially meaningful that we discuss these activities at a field hearing, because many of our efforts are focused on operational improvements and better strategies to encourage participation, ranging from the comprehensive communication and outreach program to the content of the census questionnaire itself.

In preparation for the 2010 Census, we have conducted extensive planning and testing, including two national mailout tests and two large-scale field tests, and we are now integrating planned improvements in the 2008 Dress Rehearsal. Thanks to congressional support, this will be the best-planned and most tested census in our nation's history. These efforts, which began shortly after Census 2000, are based not only on the coverage evaluations, but also evaluations of other census programs. These evaluations have allowed us to generally characterize both those population groups missed in the census and those counted in error. Among those populations groups missed or undercounted are children, especially young children; adult African American males; recent immigrants; and persons living in large households, complex households, or in group quarters. Those who are counted in error, or overcounted, include college students and persons with multiple residences, as well as persons living in group quarters.

The Census Bureau's primary objective for the 2010 Census is to improve coverage to reduce these errors. These strategies encompass operational improvements and strategies to encourage participation. They are targeted on eight specific areas.

Address List Development
Group Quarters
Field Activities
Processing
Response Options
Content
Residence Rules
Language
Communications

Throughout the decade, the Census Bureau has placed a high priority on improving the accuracy of the census address list (the Master Address File or MAF). We are working to develop a complete, up-to-date address list and to identify the best enumeration method to use in every census block throughout the country. The Census Bureau uses a "mailout/mailback" enumeration method to obtain responses for the majority of the country. For these areas, which have city-style addresses (e.g., 101 Main Street), we rely on the Postal Service to deliver the census questionnaire through the mail and the respondent to return the questionnaire. In other areas, we may use "update/leave" in areas that have non-city style addresses (e.g., Rural Route 202, Box 34, or a locational reference, such as "white house with green shutters, end of the road"). With update/leave, a census-taker delivers the questionnaire to the household and the household can then respond by mail.

We are working extensively with the U.S. Postal Service to update the address list twice a year using the Delivery Sequence File. This is a file maintained by the Postal Service that includes every address for which they deliver mail. It is a rich resource and we are using this file to a greater degree than in the previous census. In addition, we are working with local communities. Many communities have undergone what is known as Emergency-911 (E-911) address conversions where local governments have developed a number-street address for emergency services. While the Postal Service may not recognize these addresses for many of these communities, we can use these E- 911 addresses to locate households more effectively.

Similarly, we are also working to ensure we have an accurate, up-to-date list of group quarters, including college dormitories, nursing homes, military barracks, jails, prisons, and other facilities. We are working to improve our methods for identifying, locating, and enumerating these facilities. As part of the address canvassing operation, which takes place in the spring of 2009, we are including group quarters. We did not do this in the past, and our goal is to ensure that we can locate and properly identify or determine whether the address is, in fact, a group quarters location. We have also included the group quarters in the address lists that are being sent later this year to governments as part of the LUCA program. By including the group quarters, we hope local governments will verify or update the group quarters locations. This will help to ensure we have an accurate and complete list of group quarters, and that none are missed.

Many of the planned coverage improvements are focused at key field and processing operations. For instance, working for the first time with handheld computers we are using for data collection, our census takers will be able to take advantage of GPS technology to locate addresses much more precisely. We are implementing improved data processing and questionnaire tracking—we will follow the outcome for each questionnaire we send out much more closely. The handheld computers will also improve coverage in other ways. We intend to update the assignments after the field work begins—something that a paper-based census does not allow. If we receive a late mail return from a household before sending the census taker to the respondent's address, we will remove that household from their assignment lists. This will greatly increase our efficiency in the field and also help to reduce duplicates or overcounting.

It is important to remember, however, complete coverage in the census ultimately depends on participation. To encourage participation requires a comprehensive approach, encompassing a wide-range of strategies, including questionnaire content, response options, and outreach. Beginning with the census questionnaire, we have worked throughout the decade to minimize respondent burden and encourage every household in America to respond to the census.

It is also worth noting our efforts to make the short-form census questionnaire more user friendly. In an effort to obtain more accurate information, we conducted extensive testing of the wording for the race and Hispanic origin questions and have made some modifications that should improve our reporting for detailed race and Hispanic Origin. We are also providing clearer instructions for the census residence rules. We have tested a number of options to ensure we get an accurate count of each and every person, once and only once, at the right place. The Census Bureau's task is to count every person at their "usual residence"—where they live most of the time. We are reminding respondents to include everyone who should be counted. We are also including additional queries to determine whether a person may also have been counted somewhere else, such as a college dormitory.

Another important area of outreach is with regard to language. Our goals for language are to provide effective ways for our nation's diverse communities to participate and respond to the census. For the first time, we will mail bilingual Spanish-English census forms to neighborhoods with higher proportions of people who need assistance in Spanish. We are also identifying areas throughout the United States where informational materials in other languages, including language assistance guides, may help respondents in completing the census form—which is also available in five languages. We will also encourage local hiring efforts to ensure we can hire enumerators with relevant language skills to work in our nation's diverse neighborhoods.

The success of the census will also be enhanced through partnership and outreach. It is our commitment to work with communities throughout the nation so each and every person living in the United States is counted on Census Day. To do so, the Census Bureau is planning a multi-faceted and integrated communications program to reach every community. As part of the overall communications strategy, we intend to incorporate the lessons and successes of Census 2000, which included both paid advertising and reliance on partnerships. The goals of the 2010 Census communications program are to increase the mail response rate, encourage cooperation during the non-response follow-up operations, and to improve accuracy and reduce the differential undercount. We will announce the award of the 2010 Census

communications contract in early September, and the first deliverable of this contract will be an integrated communications plan in May 2008.

One of the most important lessons of Census 2000 was the need to engage state, tribal, and local governments. The LUCA program is an important partnership opportunity for every tribal, state, and local government to review the Census Bureau's address list and to submit either corrections or additions. LUCA contributes directly to the accuracy of the census. We have made significant improvements to the program for the 2010 Census, including a longer review period and three participation options. We sent advance letters to each of the nearly 39,000 governments throughout the country early this year, and we will mail the official invitations later this summer. Governments will be allowed, starting this fall, 120 days to review and update the Census Bureau's address materials. The Census Bureau is also conducting 14 tribal consultation meetings with federally recognized tribes across the country. Our mutual goal is to identify ways for the Census Bureau and the tribes to work better together to ensure the most accurate count in Indian country for the 2010 Census.

Partnerships, whether they are formed through tribal, state, or local governments or through community organizations, are important to the success of the census. These partnerships encourage participation and help demonstrate the importance of the census to every community. Partners are often our best ambassadors in hard-to-count communities.

As I mentioned at the beginning, this census is the most planned and tested census in our nation's history. Our primary goal for the 2010 Census is improved coverage and accuracy. We believe all of these coverage improvement efforts contribute to this goal, because the census affects every community throughout America from the historic African American neighborhood of North Webster in St. Louis to the Frio Heights colonia in Frio County, Texas. Representative Clay, I can assure you that the Census Bureau is fully committed to the goal of reaching the residents of America's communities, especially the hard-to-count.

Thank you for supporting the goals of the census. I would be happy to answer any questions.

Mr. CLAY. Mr. Wolff, please proceed.

STATEMENT OF KEVIN WOLFF

Mr. WOLFF. Before I dig into this a little bit, I do want to give a special thank you to Congressman Gonzalez and Congressman Rodriguez for the great work you do for our community. Both of you have given a lot of your lives to helping us, and I really want you to know we really appreciate it here. I'm going to read a number of things here. That's not my preferred mode of communication, but there's a lot of important information in there, and I want to make sure I get it across correctly.

So, with that said, chairman and members of the committee, my name is Kevin Wolff. I'm the city councilman for District 9 and the current mayor pro tem. On behalf of the city of San Antonio, I would like to welcome and thank the House Oversight and Government Reform Committee's Subcommittee on Information Policy, Census, and National Archives for this opportunity to examine plans on how the Census Bureau can work better with the city of San Antonio to ensure an accurate count in the 2010 census.

The city takes an active role in the legislative and regulatory process in Washington, DC, and we are honored that you have chosen our city as the site for this important hearing concerning the upcoming 2010 census. We are very grateful for the leadership of our hometown Congressman, Charlie Gonzalez, on the issue of the census, and again thank this subcommittee for holding a field hearing in our great city.

San Antonio, with an estimated population of 1.3 million, is the seventh largest city in the United States and the second largest in Texas. Ensuring the most complete count possible is important to San Antonio because it affects city, State, and Federal political representation, Federal and State funding of programs, economic development, planning for physical growth, and delivery of health and human services.

In addition to our increasing growth rates and geographical size—we're 472.9 square miles—our population characteristics also present unique challenges to the San Antonio census count. Of special note, Texas is now a majority-minority State, with an increasing diverse population. Texas has a minority population of 11.3 million, comprising 50.2 percent of its total population of 22.5 million. Following this trend, San Antonio's minorities represent 68 percent of the city's population. Currently, Spanish speakers constitute a ratio of more than 1 in 10 U.S. household residents. San Antonio has a Hispanic population of 59 percent and a significant number of Spanish-speaking households.

Mail non-response was significant, ranging from 25 to 60 percent in areas with a median income below 24,000 during the 1990 count. In 2000, San Antonians had a median income of 36,000 and 17 percent of the population below the poverty level. Based on this historic data, the potential for an undercount is apparent.

In a post-enumeration survey of the 1990 census, it was determined that approximately 39,000 persons, or 3.9 percent of the population in San Antonio, was not counted. According to an estimate from the Texas State Attorney General's Office, our community lost approximately 142 million in Federal and State funds over

a 10-year period as a result of the 1990 undercount. And, yes, I could figure out how to spend the 142 million as well.

To boost response rates, the efforts of the Census Bureau's Publicity Office should be enhanced. For the 2000 count, this office provided paid advertising, a census in school programs, a Partnership Program engaging businesses and community groups, and special events to promote outreach and response.

San Antonio partnered with Bexar County to participate financially to support the promotion efforts. The Census Bureau's Publicity Office coordinated with our local complement, the San Antonio-Bexar County Complete Count Committee, to spearhead a four-point program.

One, a public awareness program that focused on media, special events, newsletters of existing organizations, speaker pool, posters, flyers, and mail outs.

Two, a targeted outreach program that identified targeted areas, recruited outreach volunteers in existing organizations and volunteer centers, and promoted block walks to improve response rates.

Three, a shelter program that inventoried shelters and participated in surveys.

Four, resource development to identify specific resources needed to target the census efforts to improve response rates and solicit resources from subcommittees and affiliated organizations.

Community partnerships were critical in the developments of these programs. A mailing and contact list had contacts ranging from professional organizations, schools, colleges, universities, public utilities, media, military bases, elected and appointed officials, neighborhood and community groups, to faith-based organizations.

Of special note, the city recently initiated the Haven for Hope, a 10-year plan to end homelessness. This plan includes a multifunctional campus near downtown that will deliver comprehensive human services to address homelessness, in partnership with health and human service providers, local charities, and the private sector. This should provide an opportunity to obtain a more accurate count of our homeless citizens and assess their needs.

For the 2010 census, the Complete Count Committee would continue its role in conducting promotional, educational, and outreach activities to persuade people to be counted. Of particular concern will be increased outreach among the city's diverse population, low-income areas, and non-English speakers, where the potential for an undercount exists.

Second, the Census Bureau should continue its move toward an electronic format to help ensure the accurate—and my time is dinging.

In closing, the U.S. Census Bureau should provide the most efficient and effective counting program for the 2010 census. It should strive to improve coverage of the population and reduce the differential undercount; improve the accuracy of responses and locating people geographically; increase mail response rates; maintain and refine an open process with all stakeholders; use the most effective modes for responding to the census; increase the use and effectiveness of language assistance guides and non-English language questionnaires; and ensure a diverse work force and improve the

effectiveness of recruiting, training, and pay strategies in obtaining the work force needed to conduct the field operations.

I believe that's exactly what the Honorable Kincannon has said before. So, again, thank you very much for giving me the opportunity to come and testify, and certainly I'll be here for any question that you may have.

Mr. CLAY. Thank you, Councilman Wolff.

[The prepared statement of Mr. Wolff follows:]

WELCOMING REMARKS AND TESTIMONY OF

KEVIN WOLFF
MAYOR PRO-TEM OF THE CITY SAN ANTONIO, TEXAS

SUBMITTED TO

THE UNITED STATES HOUSE OF REPRESENTATIVES

COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM
SUBCOMMITTEE ON INFORMATION POLICY, CENSUS, AND NATIONAL ARCHIVES

HENRY B. GONZALEZ CONVENTION CENTER
SAN ANTONIO, TEXAS

MONDAY, JULY 9, 2007

CONCERNING - THE 2010 CENSUS

Chairman Clay, Ranking Minority Member Turner and Members of the Committee:

My name is Kevin Wolff, City Councilman for District 9, on behalf of the City of San Antonio, I would like to welcome and thank the House Oversight and Government Reform Subcommittee on Information Policy, Census, and National Archives for this opportunity to examine plans on how the Census Bureau can work better with the City of San Antonio to ensure an accurate count in the 2010 Census. The City takes an active role in the legislative and regulatory process in Washington D.C. and we are honored that you have chosen our City as the site for this important hearing concerning the upcoming 2010 Census. We are very grateful for the leadership of our hometown Congressman, Charlie Gonzales, on the issue of the Census, and again thank this subcommittee for holding a field hearing in our great city.

San Antonio, with an estimated population of 1.3 million is the 7th largest city in the United States, and the 2nd largest in Texas. Ensuring the most complete count possible is important to San Antonio because it affects city, state, and federal political representation; federal and state funding of programs; economic development, planning for physical growth and delivery of health and human services.

In addition to our increasing growth rates and geographical size (472.9 square miles), our population characteristics also present unique challenges to the San Antonio Census count. Of special note:

1) Texas is now a majority-minority state, with an increasing diverse population. Texas has a minority population of 11.3 million, comprising 50.2 percent of its total population of 22.5 million. Following this trend San Antonio's minorities represent 68% of the city's population.
2) Currently Spanish speakers constitute a ratio of more than 1-in-10 U.S. household residents. San Antonio has a Hispanic population of 59%, and a significant number of Spanish speaking households.
3) Mail non-response was significant ranging 25-60% in areas with a median income below $24,000 during the 1990 count. In 2000, San Antonian's had a median income of $36,214 and 17% of the population below the poverty level. Based on this historic data, the potential for an undercount is apparent.

In a post-enumeration survey of the 1990 Census it was determined that approximately 39,166 persons or 3.9 % of the population in San Antonio was not counted. According to an estimate from the Texas State Attorney General's Office our community lost approximately $142 million in federal and state funds over a ten-year period as a result of the 1990 undercount.

To boost response rates, the efforts of the Census Bureau's Publicity Office should be enhanced. For the 2000 Count, this office provided paid advertising, a census in schools program, a partnership program engaging businesses and community groups, and special events to promote outreach and response. San Antonio partnered with Bexar County to participate financially to support the promotion efforts. The Census Bureau's Publicity Office coordinated with our local complement – the San Antonio-Bexar County Complete Count Committee to spearhead a four point program:

1) A Public Awareness Program that focused on media, special events, newsletters of existing organizations, speakers pool, posters, flyers and mail outs
2) A Targeted Outreach Program that identified Target Areas; recruited outreach volunteers in existing organizations and volunteer centers; and promoted block walks to improve response rates
3) A Shelter Program that inventoried shelters and participated in surveys
4) Resource Development to identify specific resources needed to target the Census efforts to improve response rates and solicit resources (funds or in-kind) from subcommittees and affiliated organizations

Community partnerships were critical in the development of these programs. A mailing and contact list had contacts ranging from professional organizations, schools, colleges, universities, public utilities, media, military bases, elected and appointed officials, neighborhood and community groups, to faith-based organizations.

Of special note, the City recently initiated the Haven for Hope, a 10-year plan to end homelessness. This plan includes a multifunctional campus near downtown that will deliver comprehensive human services to address homelessness, in partnership with health and human service providers, local charities, and the private sector. This should provide an opportunity to obtain a more accurate count of our homeless citizens and assess their needs.

For the 2010 Census, the Complete Count Committee would continue its role in conducting promotional, educational and outreach activities to persuade people to be counted. Of particular concern will be increased outreach among the city's diverse population, low-income areas, and non-English speakers where the potential for an undercount exists.

Secondly, the Census Bureau should continue its move towards an electronic format to help ensure the accuracy of the census and improve efficiency in order to update its address list and spatial data (maps) as well as enumeration using hand-held computers and coordinates from the Global Positioning System (GPS).

In closing, the US Census Bureau should provide the most efficient and effective counting program for the 2010 Census: It should strive to:

- Improve coverage of the population and reduce the differential undercount;
- Improve the accuracy of responses and locating people geographically;

- Increase mail response rates;
- Maintain and refine an open process with all stakeholders;
- Use the most effective modes for responding to the census (Mail, No response Follow-up, Internet, Telephone Questionnaire Assistance, Be Counted forms);
- Increase the use and effectiveness of language assistance guides and non-English language questionnaires; and
- Ensure a diverse workforce and improve the effectiveness of recruiting, training, and pay strategies in obtaining the workforce needed to conduct field operations.

Thank you for your consideration of these recommendations. We look forward to partnering with the U.S. Census Bureau as well as with Bexar County, and our community and private sector partners to ensure an accurate count for the 2010 Census.

Subcommittee Membership

Majority
Wm. Lacy Clay, Chairman
Paul E. Kanjorski
Carolyn B. Maloney
John A. Yarmuth
Paul W. Hodes

Minority
Michael Turner, Ranking Member
Chris Cannon
Bill Sali

Mr. CLAY. And you would make an excellent witness on Capitol Hill. You understand keeping within those time lines, and you're a speed reader. I appreciate it. I am going to defer first to my host—my gracious host, Congressman Gonzalez and to Congressman Rodriguez. Congressman Gonzalez, you have 5 minutes.

Mr. GONZALEZ. Did you notice the chairman gave me 5 minutes? But I'm—a little bit of slack. Thank you very much.

This is to the Director. And I guess what I want to get to right away is to acknowledge some of the issues that are out there that confront us and then may make this particular census a lot more difficult than the last one, if you can imagine. And the reason I say that is obviously we're just coming off a very intense immigration debate. And we have to acknowledge, first of all, that everyone residing in our country is counted, whether they are citizens or not. And we have individuals, you know, Mr. Director, that would disagree with that proposition. But other than the Constitution of the United States, which mandates that be the order, there's not much arguing about that particular principle, and that is, everyone is going to be counted, regardless of legal status, citizenship, and so on. And it is important, and there are a lot of reasons for that, which we could go into.

On top of all that, we also have had data breaches at the Federal level; people losing information and such that should have been confidential. We've got that problem. We have large segments of society that believe that government is more intrusive now than ever since 9–11. So we have all those factors working in—what I think actually mitigate against our best efforts—success anyway. And so I'm trying to ascertain how you view those factors, what you think the impact would be, and how you would address it?

Mr. KINCANNON. Well, that's a tall order for some of the topics that you raised. I agree that the continuing public dialog and relative discord about immigration will make our job harder in 2010, but I don't know, even if a bill had been passed, it might not have resolved all of that either. But we have to work again very closely with partners in the community.

The census law is very clear. We cannot disclose information about individuals to any law enforcement agency or indeed to anybody who's not working for the Census Bureau, and that is observed very strictly. Yes, there are flaws sometimes where opportunity exists for risk of disclosure, but we're continually plugging those kind of holes.

It is important that respondents who fear the government for whatever reason, or whether they just don't think it's the government's business, understand that law. And I could talk about that law until I'm blue in the face in every major city in the country, and it will not be nearly as effective as a clergymen in South San Antonio talking to his congregation about that law and saying, "I've looked at this. I know it can be trusted and accepted." Or local community leaders in civil society or even in business, they convey with much more persuasiveness a sense of trust. So we're going to be more dependent than ever on partners in the community to conveying that guarantee.

On other areas, I think that we have made important progress. The fact that we will have a short-form-only census in 2010 is very

important, I think, to increasing the mail response rate and the general cooperation of people. We're only going to be asking about eight questions, and they're not controversial questions.

Although, some people in this country are frustrated when they get a race question that is historically based rather than maybe their vision of what group should be identified. But realists understand that this plays a role in guaranteeing the security of five identified groups who have been legally discriminated against in voting in the history of our country. So we will get much better cooperation, I believe, in a short-form-only census.

A small effect of that—maybe not so small—is that the more controversial questions on the long form now are asked in small monthly samples that are carried on throughout the country and provide information through the American Community Survey to communities such as San Antonio every year, and not just once every decade. That means that a lot of fodder for public complaint and discussion about the census is set aside. There are questions on the long form that are more sensitive, like income. There are questions that people don't understand why the government needs to know, like your journey to work, what time you leave the home, and how you—how far you travel, and what means you do. Obviously, that's very important to transportation planning in San Antonio and throughout Texas, but it's not immediately obvious to the person who gets the questionnaire at home. That all is set aside from national controversy in the course of that census.

The fact that we can have a short-form-only means that we can send in areas where the American Community Survey tells us there is a concentration of households where Spanish is spoken at home and English is not spoken well or very well. That means that we can target those areas with the bilingual questionnaire for the first time and not have to followup through a more clumsy process of offering a questionnaire in Spanish if someone requests it. I think that will be a big help in Hispanic coverage particularly.

The fact that we will use a hand-held computing device in order to do the nonresponse followup and other activities in the census is going to be very helpful because it means if someone mails their questionnaire late, we know that and can tell the next day the enumerator who's going around to knock on the door, "You don't have to go to 129 East Vanderbilt Street. You can switch that, because we've got their questionnaire." They know exactly the location of where they're going and spotted with GPS technology and so on. All of these tools help us to make sure that we can do a good job in countering overall frustrating trends in our society.

Mr. GONZALEZ. Thank you very much, Director. Do I still have time? OK. Because I don't want Councilman Wolff—the same question in many ways. And thank you for your service and your kind words. Because of the political climate—and you're a very sensitive political person, appreciating the impact and the consequences to the efforts of the city in forming that partnership and what we will be asking you as a partner to do. How do you see it impacting what—you and the City Council and city staff and others?

Mr. WOLFF. Thank you, Congressman. It will impact us. As you know—I've shared this story with you. My family and I lived in Manhattan during 9–11 and worked in the city. And so, you know,

all of those things have served to sort of change our country. Some in not so good ways. Some in perhaps some good ways.

But the fact is that it has changed, and it's brought issues about how we deal with immigration, how we deal with border security. You know, certainly in my mind I see those as two very different issues. And I think—well, quite frankly, I think we've made a mistake in Washington by sort of combining those two. I think we need to address them separately. That's my personal opinion. But that personal opinion affects the decisions I make here in San Antonio and how we can help support this effort.

You know, I thought about saying this at the beginning of my testimony. I can't think of a more important, I guess, counting exercise we do than this one. You know, you mentioned some things about either private sector—we know about the government sector. I mean, it is amazing how these numbers flow through our entire country and how many decisions we make on that. And so, while I acknowledge that it's going to possibly be tougher than it was before, just acknowledging that and getting ready for it as we're coming up to it is going to make us so much stronger than perhaps we've been in the past. And it will really point to—and I think we can talk about this all the time. How important it is to do this correctly.

And so I don't know that we have all those answers yet, but I think just being cognizant that it is going to be a tough job better prepares us to do it.

Mr. GONZALEZ. Thank you very much, Mr. Wolff.

Mr. CLAY. Congressman Rodriguez.

Mr. RODRIGUEZ. Thank you, Mr. Chairman. Let me—I sit on the appropriations, so I know that without the resources, you can't make happen what you want to make happen. And if you can't respond now, I'd like to get it later on.

No. 1, maybe how much resources were expended the last time. Because my understanding is that we did put some money—additional money last time to try to get to the undercount, and I'd like get a full picture of that budget for last time, and then a projected budget for this time that will be comparable and/or—in terms of how to address that gap of that 3 million that occurred last time so it's not 3 million and it might—and it won't be worse. So I think—you know, and if you could maybe respond on that.

Mr. KINCANNON. Yes, Congressman. I can't respond fully about the life cycle—cost cycle in—cost estimate for the 2000 census. I do know that first of all planning and testing was not carried out as thoroughly and systematically as it has been this decade. And then there were last-minute decisions, including one by the Supreme Court, about a year before census day that required an extensive revision of the procedures to be used in the field. Congress responded to those unusual circumstances by a significant infusion of money in the last two fiscal years which made a big difference in the success of that census.

This time we began with recommendations from the Government Accountability Office and from the Inspector General at the Commerce Department that we begin earlier in our planning, that we test the options that we were planning, that we revised our plans

based on the test results, and we have done that. We started testing earlier than ever before.

This census will cost, in life cycle, about $12 billion. That's significantly more in nominal terms than the life cycle cost in 2000. But it is about $1 billion overall less than repeating the kind of census that we had for 2000. That census only gave us information for small areas one time in the decade. The plan for the 2010 census will give us observations every year for small areas, have a short-form-only census in 2010, and have all the extensive automation that saves money and improves quality for about $1 billion less than repeating the old fashioned census.

Mr. RODRIGUEZ. And my understanding also that your—that your data is only as good as what you're able to obtain, for example, from the postal office. And the post office, I know, is having a real difficulty with their resources. You know, we didn't give them sufficient resources after the anthrax stuff that they had to go through, and they had to swallow that cost. Were there any expenditures that went into some of those other—like the postal and maybe other—in order to help out with the census that you're aware of the last decade?

Mr. KINCANNON. I'm not aware that we transferred any money to pay the postal service——

Mr. RODRIGUEZ. I'm sure you didn't, but do you know if we provided any resources to the postal——

Mr. KINCANNON. No, sir, I don't know that. I know the postal service has continued good cooperation with us, sharing with us their delivery sequence file which we use twice a year to review the address lists and improve them. They go through a number of exercises to make sure that we have the knowledge that they have, and that's very helpful.

Congress changed the law in—before the 2000 census to permit us to share our address list with local governments; with mayors, with county commissioners, and with State governments, as a part of fact, so that they could point out to us where we might have missed housing units. After all, local knowledge is really—has to be better than our knowledge in many instances. I spent part of yesterday, about 3 hours, going around Frio County with Judge Garcia, and he had excellent maps pinpointing housing units and, of course, an extensive personal knowledge of the situation. I hope he'll come work on the census with us, and we're going to enlist what knowledge he has.

Now, we will go to city governments, county governments, and State governments formally in August. We've already announced this program in the Local Update of Census Addresses [LUCA], and we will be formally beginning it in August. They can submit their—their information—their list of addresses to us in an automated form, and—we will then be able to check all of the additions that we make, the postal service makes, or local government makes, when we do the address canvas, going around every street and every block and every road in the country. So that's an important improvement in the address list.

Mr. RODRIGUEZ. Thank you. That was the exact question I was going to ask the Councilman, the Mayor Pro Tem Wolff, in terms of the 3 million undercount, in terms of how political subdivisions

or cities, communities, and school districts can help in that process in terms of the undercount?

Mr. WOLFF. Well, certainly, you know, my answer is going to be very similar. You know, sitting here, I was thinking about something specific you had also asked in regards to the post office and funding and those types of things. And as I look toward, you know, certainly our limited means here at the city, those types of dollars and how we spend those, you know, I look at this quite frankly from a business decision model. If I can spend $100,000 to make $142 million, that's a pretty good investment, isn't it? Yeah.

And so, when—when we're looking at opportunities to partner—whether it's with the, you know, local grassroots level, which you absolutely need—and really that's going to bring out the numbers—the honest numbers more than anything else. When you're looking at those opportunities, you know, if the question specifically is is the city going to be able to sort of step up to that plate and help participate, I think yes. And, you know, it will certainly have my support. Again, because of that simple business analogy, if I can spend some dollars today to make a lot more tomorrow, then it makes a whole lot of sense to do that.

Mr. RODRIGUEZ. I think that's a great recommendation when you talk to elected officials, you know, Director Kincannon—what the Councilman just said. You know, no better argument then that. Thank you.

Mr. CLAY. Thank you, Congressman. Director Kincannon, you have outlined what appear to be very important and promising steps for the reengineered 2010 census. It is good to hear that the Bureau is attempting to be proactive in its planning. My concerns mainly involve a followup to what Congressman Rodriguez was saying, and that mainly involves securing funding for the Partnership Program and ensuring effective execution of the plan.

What is the Bureau's plan for addressing those factors to reduce the undercount in the 2010 census, including in the colonias where the challenges may be greater?

Mr. KINCANNON. Well, we—we are planning an extensive communications campaign nationally, focused on particular—you don't conduct a communications campaign just at the national level with a single message. You have to tailor your message to localities and specific problems like the colonias. You have to respect a different language media and different communication channels that reach those areas.

Language is an obstacle in the colonias, and that's where being able to mail a Spanish language questionnaire will help us a great deal. And employing local enumerators to followup for households that haven't returned the questionnaires who will be able to speak Spanish and will know the neighborhoods is very important.

Colonias do not always have regular addresses, paved roads, all the identifying things that you're accustomed to in the center of a great city. In Frio County yesterday I learned that they have had the E–911 program carried out. They do have street addresses, house numbers, but I did not see house numbers on every house. And in some colonias in that county, the mail is not delivered to the house, but delivered to a central point. And those—those are

complicating factors that make it difficult for us to find households and make sure that they're reported.

So that means we'll have to take special steps to know that neighborhood and to be able to identify the household and perhaps use techniques such as update/enumerate or—in which case we actually update our addresses and drop off a questionnaire at the same time.

Mr. CLAY. Thank you for that. What modifications has the Bureau made to improve your reporting for detailed race and Hispanic origin questions? How will the modifications improve response rates?

Mr. KINCANNON. We tested, Mr. Chairman, a significant number of refinements, I would say. Not major modifications, but refinements in wording and examples. We tested different ordering of the questions to see which resulted not only in overall response, but in more accurate response about race and ethnicity. We were very careful with this.

Last spring we presented the results of that research to all of our advisory committees. We have ten census advisory committees, five of them—six of them targeting the decennial census itself, and four other professional advisory committees, such as statistics, marketing, economics, and so on. They endorsed, based on the evidence we had gathered, the wording that we planned to use on the final census form in 2010. And that's what has been permitted—will be presented to the Congress next year for its review.

We continue to get suggestions for change. We are very reluctant to make changes when we have not got research to understand the effect. We made a rather late change on the wording of the Hispanic questionnaire, the examples given, for 2000, without additional testing.

Congress was informed of this. Maybe only one or two Congressmen actually focused on that. But we went through the process of notification. The outcome was good and bad. It was a silver—it was a cloudless sky, but there was one little dark cloud. It improved the overall count of Hispanics, but for Dominicans, because the example had changed, the count of that community was not clear and not as accurate as it had been. We've taken a lot of justifiable grief about that result. So we're going to stand, God willing, with the tested proven results that we got in this time.

Mr. CLAY. Thank you for that response. Councilman Wolff, the four-point program of the San Antonio, Bexar County—Complete County Committee is commendable. It appeared to be a model outreach program. What do you believe will be the biggest challenge—challenges facing the Bureau during the 2010 census?

Mr. WOLFF. Oh, I think it—I think probably the biggest challenge is something that Congressman Gonzalez pointed to earlier, and that is, you know, a level of fear, a level of distrust, and sort of breaking through those lines. And I think we've heard a number of times that the best way to attack that problem is really at that grassroots level, and why I think the model that we've utilized before is a good one, because it really does help us contact those local institutions; whether it's your church, whether it's your schools, whether it's your community centers, those types of areas, and really sort of dig in to the grassroots neighborhood. That's where

we're going to get the work done, but that is also the biggest challenge.

Mr. CLAY. The Bureau is planning to mail bilingual Spanish/English census forms to neighborhoods with people who might need language assistance in Spanish. What impact do you believe that this effort will have on reducing the undercount in the Hispanic community?

Mr. WOLFF. I think it will help in that you're leading with the language that is most important to the individual that's going to be receiving it. However, I think that has to be coupled with the notice in the community from the community leaders within that particular area the, you know, this is something they need to respond to. This is very important. And so it's—and I'll say again, that's why this grassroots level is very important. You have to—you have to reach those individual community leaders at the same time that you're doing this. That way, you know, when it's in the mail and you get it in the mail, you've already heard from your priest. You've already heard from your local community leader that, "Hey, this is coming. You need to pay attention to it, and you need to respond to it."

Mr. CLAY. So it needs to be a multipronged approach.

Mr. WOLFF. Absolutely.

Mr. CLAY. We need to be involved in it. You note in your testimony that the city of San Antonio and Bexar County partnered on promotion efforts in 2000 and worked with the Census Bureau's Publicity Office in that effort. Based on your experience, what improvements in the Partnership Program might you recommend?

Mr. WOLFF. Wow. Let's see. It's—because I was not here when we did that initial one, it would be difficult for me to say specifically what sort of improvements. I can tell you that especially here recently we have seen a partnership between the county of Bexar and the city of San Antonio, quite frankly, like we have never had before, which I think bodes very, very well. [Laughter.]

Mr. GONZALEZ. I understand family affairs and so does Congressman Clay, whose father was in Congress before for over 30 years. So we're glad that you and your dad are able to get the county and the city on the same page.

Mr. WOLFF. I was—I was actually referring to that County Judge who I might be related to, and the mayor. I'll tell you, the friendship and partnership between those two individuals has, I think, done tremendous—for this city and really paved a path in city-county relationships that I quite frankly think will go forward.

That being said, in direct answer to your question, we have the model. It's being able to make sure that we can sort of, you know, cross our own little bridges and blockades between governmental entities. That's probably going to be the biggest challenge, and it always is, as you gentlemen know as well.

Mr. CLAY. Thank you for your response. Mr. Gonzalez, do you have any more.

Mr. GONZALEZ. I just wanted—and only the Director can actually address this one. And it was a question that one of the reporters that was interviewing me this morning so that it would be reported—and in San Antonio, we do have a large Spanish language media, obviously, and that's the way many of the households that

would be identified as undercounted are probably going to be receiving that information. And we know there's going to be distrust. We know there's a lot of anxiety right now in the communities that generally would be undercounted.

But addressing that, when that census—when the person actually is in that neighborhood—because we're assuming the undercount is taking place because individuals have not mailed back forms and so on. So we have more personnel on the ground that are trying to gain the information one on one. The concern is always are you going to answer the door?

That individual is going to introduce themselves, and they're going to have to have some sort of—you know, whether it's their identification and such. If you can just—as basic as this sounds, it is really important that individual that is at that door is, first of all, associated, an employee with the census. What is the official documentation or proof that they have? Any standard operating procedure? And again, if you would remind individuals that the information that is gathered at that moment is not shared with any law enforcement, immigration, any agency or department of that nature?

Mr. KINCANNON. The followup enumerator who comes to the door when a household has not returned its questionnaire will have a standard credential identifying them as an employee of the Census Bureau and, therefore, they will have taken the oath of office which binds them for the rest of their life to hold secret the information that they collect. They will be trained in that. They should be able to articulate that. There will be a lot of advertising in English, in Spanish, in other languages as well, communicating that confidentiality pledge that the Congress has made by passing the law that set it up. And we—we conform to that.

But it must—it is a message that—although it needs to be said on the doorstep by a person who knows the language of the area, who knows the makeup and the culture of the neighborhood, but it must be reinforced by community leaders; the priest, the rabbi, the minister, the imam, whatever—the union leaders, club leaders, so on. That has to reinforce that, "Yes, I know about it, and I can endorse it."

Mr. GONZALEZ. Thank you very much.

Mr. CLAY. Congressman Rodriguez.

Mr. RODRIGUEZ. Yeah, one real quick one. I want to followup on what Congressman Gonzalez—his initial question. To your knowledge, has there been any lawsuits or any requests by the administration or anyone regarding the number of illegals or anything like that of the Census Bureau, or lawsuits?

Mr. KINCANNON. I don't think there's been any lawsuits, to my knowledge, against the Census Bureau or the administration.

Mr. RODRIGUEZ. No cases pending.

Mr. KINCANNON. We don't have any cases pending on the issue of identifying illegals. I'm aware of proposed legislation that's been introduced but not acted on in the House, and I don't know that—it hasn't been acted on for some time. So that's encouraging. There's a long legal precedent of—dating back to 1790, of counting everybody who is really living here, eating and sleeping here most of the time, and not just visiting on business or as a tourist, is a

very substantial accumulation of precedent. It could be changed by legal—by a new law being passed. I don't know that it could be challenged successfully. I'm not a lawyer myself. But it would seem to be hard to challenge a precedent set in law in the Census Act of 1790 when so many participants in the Constitutional Convention were Members of that Congress and knew what they intended for sure.

So that has been no—certainly no request of people within the current administration, to my knowledge of the Census Bureau, that we change our practice of counting everybody. A lot—a lot of folks in this administration are from Texas——

Mr. RODRIGUEZ. Where does the figure that we use now of 12 or 14 million that Ron documented come from?

Mr. KINCANNON. I think the most often quoted figure comes from estimates made by the Pew Trust, Jeffrey Pacell, who worked many years at the Census Bureau, does work for them. It's credible work. It goes farther out on a limb with assumption than the Census Bureau does. We don't try to measure whether an immigrant is here illegally. We do not ask in the census short form about citizenship, let alone legal status. We do ask about citizenship in the American Community Survey, but we don't ask about illegal status. I'm not sure that if the Congress directed us to do that by law we would be successful. Can you manage asking somebody, "Are you here legally or illegally?" Well, you know, who is going to answer that?

Mr. RODRIGUEZ. Thank you.

Mr. CLAY. Thank you so much for that interesting question. Director Kincannon, in your testimony, you state that the Bureau is now integrating planned improvements into the 2008 dress rehearsal. What are some of the improvements, and how will they help to reduce the undercount in the Hispanic community?

Mr. KINCANNON. Well, I think the improvements I've mentioned already in terms of use of automation, the hand-held computers, will enable the nonresponse followup interview to toggle between English and Spanish; the use of the short-form census, which is much easier for people to complete, not as demanding or complex in the case of a large family; work on address list improvement and the maps that we use for the census, which has been ongoing from the—from 2001—it began in 2001—to improve the maps, to centerline the roads in the TIGER map system; and the work now reaching—just about to reach fruition on updating the address list, which is a multi-phase exercise.

You know, the census is built basically around a list of housing units where people live. We can't just ask people standing in the street, you know, "What's your name, and we'll count you." We need to pin them down to where they live, because for the constitutional purpose of the census, redistricting—reapportionment and redistricting, there is a desire—a requirement for geographic exactitude. So we're dependent on having a good list of addresses.

Mr. CLAY. Thank you for that response. As we have heard in previous hearings, there is some concern that the Bureau will not have sufficient time to implement the changes required after the 2008 dress rehearsal. Does the Bureau have an implementation

plan that will enable it to make the necessary adjustments from the dress rehearsal in a timely manner?

Mr. KINCANNON. Well, yes, sir, we think so. We are already reacting to what we're learning from the early phase of address canvas in the dress rehearsal, where we found that there were some shortcomings in the software on the hand-held computers. The hardware itself was fine, which is good because we'd otherwise have a difficult problem to deal with. The software changes can be made one time in one way in order to correct those difficulties.

Some of the changes were simple and just a matter of unsuccessful communication between the Census Bureau and the contractor about the way certain aspects of the work would come. Others a little more difficult but are going to be solved. And I think we're finding that helpful and that we're going to be able to deal with those kinds of problems as they're identified during the dress rehearsal.

Mr. CLAY. Both of you, how important is it for the Congress to appropriate the necessary funds in 2008—in the fiscal year 2008 for the 2010 census?

Mr. KINCANNON. In the 2000 cycle of the census, only about 6 percent of the funds for partnership were appropriated in 1998. The rest of it—the bulk of it was in fiscal 1999 and fiscal 2000. It's useful if we have some money on partnership in 2008, but it did not seem to us to be a sword on which we wanted to fall for 2008. It's essential we have the funding in 2009 and 2010, because that's when everything roles out into workers in the field.

We already had money in 2007 and in the proposal for 2008 for the planning of partnership. It's the extra funds for rolling it out and hiring people in the regions that has to be done. And if the House mark of adding $13 million comes—comes to pass—the Senate has not matched that so far—then I think that would be very helpful in getting the head start that we need to ensure that those connections that we have with many national and local organizations are solidified. We have continuing work throughout the decade on partnerships, but it's at a very low level, and that's not inappropriate. But it's—the time is scaling up. The sooner you start, perhaps the stronger your position.

Mr. CLAY. Thank you. Mr. Wolff.

Mr. WOLFF. Without knowing the specifics of the budgetary cycle for the department, it's hard for me to say specifically. But let me—let me give another business analogy. You know, do it right the first time. You know, if you know that you're going to need X and it's going to take Y to get X, then why mess around with anything else? You know, if it's going—and I'm—I feel quite confident that he will be able to give you a budget that says, "This is X. This is what we need." And, you know, getting out in front of this saves you a heck of a lot more money on the back side. I mean, and that's—and that's my business analogy. In other words, do it right the first time. Otherwise, what you're going to find as you get down toward the end, he's going to be coming back to the table and saying, "I need twice as much as I needed before because we started so late." So do it right the first time.

Mr. KINCANNON. I'm getting to be a bit long in the tooth, but I do have some interesting experience to speak from.

In 1980, I was working at OMB, not at the Census Bureau, and the Census Bureau requested, during fiscal 1980, some extra emergency cushion funds in case of unforeseen events. I don't know whether—I don't remember whether it was OMB or the Congress that didn't provide that money, but in fact exigencies occurred, and we ran out of money in fiscal year 1980, and we had to shut down local census offices, processing centers, and so forth, for a period of a number of weeks before we got an emergency appropriation through, which was difficult enough in 1980. And it's just about impossible now. We never recovered from that loss of weeks. The census products were not weeks, but years late in coming out as a consequence.

In 2000, we were given an ample cushion of money. As it turned out, few emergencies occurred, and the mail response rate was higher than we had experienced in three previous censuses. Therefore, we were able to return to the Congress $300 million that we did not spend. In that one little brief period of time, it made the appropriation staff in the House and the Senate very irritable because they had to work hard to get that $300 million. But I still think it was better to have it and not use it. And I hope that lesson is—we all remember for 2010.

Mr. CLAY. You covered a 30-year period there, from 1980 to 2010. You have a depth of experience. Gentlemen, any other questions for this panel.

Mr. RODRIGUEZ. If I could just briefly followup on what you've indicated. We've been having floods, fires, disasters. You know, I would just, you know, ask you that you get to us as quickly as possible if something occurs that's going to create a difficulty. Because I know that if you have a major flood in a community or a State that gets impacted during the time of the census, that's going to—I mean, nobody is going to be thinking about the census. So you really need to come to us as quickly as possible, and/or even look at the supplemental as an emergency response as early as possible to—if you can foresee some of that occur—not foresee some of that, but in terms of the areas where they have already occurred, that you foresee some difficulty in getting access to those addresses and those households, you know, I would appreciate it. OK? Thank you.

Mr. CLAY. That concludes the testimony of panel 1. Let me again thank you both for being here, and we will—this panel is excused. And we will now set up for panel 2. Thank you.

[Recess.]

Mr. CLAY. The subcommittee will come back to order to hear from our second panel. Our second panel will include Steven Saldana, president of the Catholic Charities Archdiocese of San Antonio—thank you for being here—and Arturo Vargas, executive director of the National Association of Latino Elected and Appointed Officials Educational Fund—so good to see you, sir—and L. Diana Bennett, president and CEO of Kineta Corp. in Charlotte, NC. Welcome, Ms. Bennett. Thank you for being here—and Lydia Camarillo, vice president of the Southwest Voter Registration Education Project based here in San Antonio, TX. Welcome, and welcome to all of you. Thank you for being with us here today. Ms. Bennett and Mr. Vargas, I know you had to travel long distances to be here, and we appreciate it.

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

[Witnesses sworn.]

Mr. CLAY. Let the record reflect that they have all 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. We will indicate when you're getting close to your 5 minutes. We will begin with Mr. Saldana. Please proceed.

STATEMENTS OF STEVEN SALDANA, PRESIDENT, CATHOLIC CHARITIES ARCHDIOCESE OF SAN ANTONIO; ARTURO VARGAS, EXECUTIVE DIRECTOR, NATIONAL ASSOCIATION OF LATINO ELECTED AND APPOINTED OFFICIALS EDUCATIONAL FOUNDATION; L. DIANE BENNETT, PRESIDENT AND CEO, KINETA CORP., CHARLOTTE, NC; AND LYDIA CAMARILLO, VICE PRESIDENT, SOUTHWEST VOTER REGISTRATION EDUCATION PROJECT

STATEMENT OF STEVE SALDANA

Mr. SALDANA. Thank you Chairman Clay. It's a pleasure to be here to be able to speak in front of you, especially in front of Congressman Gonzalez and Congressman Rodriguez. Thank you for allowing me to say a few words on what is a very important process to U.S. census. There is a great concern as to the nature of the process and whether there is a real desire to locate and register everyone in the country.

I would like to separate for a moment the political issue of documented and undocumented peoples. It is widely understood that people come from all over the world to the United States looking for a better way of life. Regardless of how they get here, they eventually marry U.S. citizens and have children who are U.S. citizens. These spouses and children are guaranteed under the law the access to benefits approved by the government.

The census is critical to the Federal distribution of funds for allowed benefits. What may not be widely recognized is that not only does the undocumented individual fear governmental processes, but the whole family fears them as well. Naturalized citizens are put in a state of fear to protect loved ones who are not documented. This fear affects their participation in processes, such as the census, to which they are entitled. This fear then leads to an undercount of the peoples in an area such as Texas. This undercount leads to less Federal funds and to a general deteriorating of the well-being of the community.

How, then, to help overcome this distrust and get an accurate count? Practice has shown than there are institutions that the families of mixed legalities do trust. One of these institutions is the church of their belief. Statistically the church that represents the largest block of Hispanics is the Catholic church, but my remarks can be general to all churches. It is vital that faith-based systems be heavily used in the outreach for the census process. This use must be active and not passive. Priest and ministers must be encouraged to actively state that the census process must be participated in. Posters and bulletin inserts must be used over and over

to convince individuals that the census participation will not put them at risk.

I urge one more thing. During the last census, the government sent mixed signals. While publicly proclaiming that all people were hoped for during this census process, the immigration service was conducting widespread raids and roundups. This had the obvious effect of depressing participation. The natural fear and distrust of the government, coupled with raids, tells the Hispanic community that you do not really want them to register. I urge you to demand a moratorium on such raids during the census process. Only by an open and fair process, one completed without fear, can the census truly have meaning. Thank you.

Mr. CLAY. Thank you very much.

[The prepared statement of Mr. Saldana follows:]

Catholic Charities

Archdiocese of San Antonio, Inc.

W. FRENCH PL.
- Administrative Offices
- Adolescent Pregnancy & Parenting Program
- Anti-Trafficking Program
- Caregiver's Day Out
- CHP Outreach
- Foster Grandparent Program
- Great Start
- Guardianship Services
- Healthy Spirit
- Precious Minds, New Connections
- Refugee Resettlement Program
- RSVP

W. DURANGO
- Earned Income Tax Credit Program
- Guadalupe Community Center
- Money Management Program
- San Antonio Birth Doulas
- Supporting Healthy Marriages

W. SALINAS ST.
- Crisis Intervention Program
- Immigration Services
- Unaccompanied Minors Pro Bono Program

LOCKHILL-SELMA RD. (STE. 101)
- Catholic Counseling & Consultation Center

S. TRINITY ST.
- Guadalupe Home

Thank you for allowing me to say a few words on what is a very important process, the US Census.

There is a great concern as to the nature of the process and whether there is a real desire to locate and register everyone in the country. I would like to separate for a moment the political issue of documented or undocumented peoples. It is widely understood that people come from all over the world to the United States looking for a better way of life. Regardless of how they get there, they eventually marry US citizens and have children who are US citizens. These spouses and children are guaranteed under the law, the access to benefits approved by the government.

The census is critical to the federal distribution of funds for allowed benefits. What may not be widely recognized is that not only does the undocumented individual fear governmental processes but the whole family fears them as well. Naturalized citizens are put in a state of fear to protect love ones who are not documented. This fear affects their participation in processes such as the census to which they are entitled. This fear then leads to an undercount of the peoples in an area such as Texas. This undercount leads to less federal funds and to a general deterring of the well being of the community.

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Thank you for listening ~~to me today~~.

Steve Saldana,
President /CEO

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1801 W. Durango • S.A., TX 78207 • Phone (210) 226-6178 • Fax (210) 226-9188
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Mr. CLAY. Mr. Vargas, you may proceed.

STATEMENT OF ARTURO VARGAS

Mr. VARGAS. Thank you, Mr. Chairman. I'm Arturo Vargas, executive director of the NALEO Educational Fund. We're a nonprofit, nonpartisan organization that facilitates the full participation of Latinos in the American political process. As such, our mission includes the census as a core element. And I should acknowledge was a contemporary of your father, Mr. Chairman, and your father, Mr. Gonzalez, the late Congressman Edward Roybal founded this organization with the vision that an organization promote the full participation of Latinos in the American political processes, and the census is an element of that.

I'd also like to applaud the nomination of Dr. Steven Murdock to be Director of the Census Bureau. We have endorsed this nomination. And we also thank Dr. Kincannon for the work that he has provided in his leadership. We urge a speedy confirmation by the Senate of Dr. Murdock because time is of the essence.

Since 2000, we have served on the Secretary of Commerce's 2010 Advisory Committee, or its predecessor, and we have enjoyed a long working relationship with the Census Bureau. So my recommendations here are based on our more than 20 years of experience working with the Census Bureau.

But let me just say at the beginning that to ensure an accurate count of our Nation's population, an accurate count of the 44.3 million Latinos who are now the Nation's second largest population group, and the fastest growing, is imperative. An undercount of such a large segment of the U.S. population will mean a failed census. You cannot have a good census if you don't have a good enumeration of the Latino population. So we offer the following recommendations.

One, is Census Bureau must develop effective outreach and education partnerships with community based organizations that the Latino community trusts, building on the successes and experiences of census 2000. I think this issue has already been developed in the testimony presented by Dr. Kincannon; however, I would add that we were deeply concerned that the administration did not include funding in its budget request for the Partnership Program in fiscal year 2008. And we congratulate the leadership of the Commerce, Justice, Science and Related Agencies subcommittee of the House Appropriations Committee to allocate $13 million for this effort in 2008. This effort must begin now.

No. 2, the Census Bureau must implement a communications and outreach plan that uses culturally appropriate outreach materials that takes into account the special challenges in reaching certain Latino subgroups and other hard-to-reach populations. Again, Director Kincannon has worked—described this, but I would mention to the committee is that in the fall, the Census Advisory Committee will have a meeting where the focus of the agenda will be on the communications plan. So I would encourage your offices to attend that meeting so that we can all be together briefed on the Census Bureau's plan for its communication strategy in 2008.

Third, special strategies and preparations will be required to enumerate the Nation's immigrant population, regardless of their

status. And I'm glad that this issue already has been raised, but I believe that the Census Bureau and the subcommittee should not underestimate the challenge that we will have. The current debate and its tenor has already complicated the situation in the United States.

Many States and localities are considering measures intended to target immigrants. Some of these measures require local law enforcement agencies to enforce immigration laws. Others require apartment owners to check the immigration status of potential renters. This has created a climate which will exacerbate immigrants' distrust of contact with government, including the Census Bureau. Undocumented immigrants, legal permanent residents, and even U.S. citizens who live in households where family members have varied status of immigration will be discouraged from answering the census. The anti-immigrant climate today will harm confidence in the confidentiality of the Census Bureau and promote the belief among many residents that the Bureau will use the information in a way that will harm them.

Now, we have seen local governments and even private citizens take the law into their own hands. We have seen efforts by the Minutemen to enforce border laws. We have seen efforts by cities to enforce Federal immigration laws. I do not believe it's unimaginable that we will see perhaps private citizens try to take the law into their own hands and prevent the Census Bureau from enumerating all persons and all immigrants. I will call upon this committee to review what is now on the books in terms of prohibiting interference with the actions of the Census Bureau to ensure that the Census Bureau can carry out its constitutional duties without the interference of private citizens, or even local localities who may not want to see all immigrants counted in the census.

We call upon the Census Bureau to begin working with the Immigration and Customs Enforcement Agency [ICE], to limit its enforcement activity during the descending enumeration. This happened during census 2000 with the predecessor agency, the Immigration Naturalization Service.

With the failure of the U.S. Senate to enact comprehensive immigration reform, we already have heard from Secretary Chertoff, the Director of Homeland Security, that we will see an increase in the enforcement activities and raids that have separated parents from their children. This will only make the situation worse and contribute to distrust in the census come 2010.

Fourth, the Census Bureau must ensure that its census 2010 work force reflects the diversity of its population. And it's not just about making sure that enumerators reflect the people that they're counting, but managers of the district offices, people in decision-making roles at the Census Bureau need to reflect that population as well. Many local offices are now opening or preparing to open. Office directors must reflect the local community as well.

It is one thing to ensure that we have Spanish-speaking enumerators in San Antonio or the Valley. It's another thing to ensure that we have Spanish-speaking enumerators in North Carolina, in Tennessee, and in Arkansas. This will be the areas of real challenge for the Census Bureau to ensure that work force in those

communities have the cultural competency to actually enumerate those on populations.

So one of the things that the Bureau should work on is securing a waiver in its hiring practice that would allow work-authorized noncitizens to take on enumerator positions. Right now U.S. citizenship is required to have a Federal job, and being an enumerator is a Federal job. But in many local communities, there will not be sufficient U.S. citizens with the language skills necessary to conduct the work of the Census Bureau. So we believe the Census Bureau should act now to secure a waiver of that requirement.

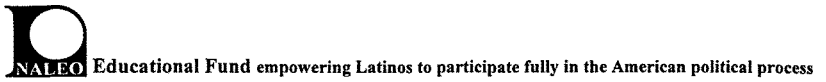
And finally, the Census Bureau must be able to act quickly to adjust its plans based on the outcomes of the 2008 dress rehearsal. The dress rehearsal will occur in the San Joaquin County, CA and certain counties in North Carolina. This will be the first time that in an actual census setting we see new features such as the mailing of bilingual questionnaires, targeted replacement mailing, and new technologies, including hand-held computers and global positioning software.

The Bureau must be able to be nimble and act on changes that will be required based on the outcomes of the dress rehearsal. We have already heard that the Bureau is reluctant to make any changes to the census form without sufficient testing because they don't want to make previous mistakes. We hope that kind of consciousness doesn't carry over into the results of the 2008 dress rehearsal. That will be our final opportunity to act on changes needed based on what worked and did not work in the field.

Finally, I will call upon this committee to continue to—its vigilance, not just with this annual census, but also with the implementation of the American Community Survey. Many of the same issues that affect the annual census, affect the American Community Survey, and that is conducted every single year, where 3 million households are sent what is now the equivalent of the long form. Thank you, Mr. Chairman.

Mr. CLAY. Thank you, Mr. Vargas. Appreciate that testimony.

[The prepared statement of Mr. Vargas follows:]



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Executive Director
Mr. Arturo Vargas

Testimony

by

Arturo Vargas, Executive Director
National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund

before

the United States House of Representatives Oversight and Government Reform Committee
Subcommittee on Information Policy, Census and National Archives
on 2010 Census responsiveness to the Latino Community

Field Hearing
San Antonio, Texas
July 9, 2007

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Chairman Clay, Ranking member Representative Turner and members of the Subcommittee: I am Arturo Vargas, Executive Director of the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund. Thank you for the invitation to appear before you today on behalf of the NALEO Educational Fund to discuss how to best ensure that the 2010 Census will be responsive to the Latino community.

The NALEO Educational Fund is a non-profit, non-partisan organization that facilitates full Latino participation in the American political process, from citizenship to public service. Our constituency includes the more than 6,000 Latino elected and appointed officials nationwide. We are the leading Latino organization in the area of Census policy development and public education, and we are deeply committed to ensuring that the Census Bureau provides our nation with the most accurate count of its population.

The NALEO Educational Fund was actively involved in outreach to the Latino community for the decennial enumerations in 1990 and 2000. Since 2000, we have served on the Secretary of Commerce's 2010 Census Advisory Committee, or its predecessor, the Decennial Census Advisory Committee, and we have participated in the Committee's discussions surrounding the planning for the 2010 enumeration. In addition, through our strong relationship with our Latino leadership constituency, we have become very familiar with the types of Census data that public officials need to govern effectively, and some of the challenges they face in obtaining access to relevant data for their policy decisions.

Mr. Chairman, we need the 2010 Census to produce the most accurate count of our nation's population as possible. Census data are the fundamental building blocks for reapportionment and redistricting, which determine the contours of our representative democracy. Policymakers and planners at all levels of government rely on these data to make important decisions about their services, such as the number of teachers that will be needed in their classrooms, the best places to build new roads, or the best way to provide job training. The accuracy of Census data is also critical for the effective allocation of government funding for schools, hospitals and other vital social programs. These decisions affect the lives of all Americans.

To secure an accurate count of our nation's population, an accurate count of the 44.3 million Latinos who are now the nation's second-largest and fastest-growing population group is imperative. An undercount of such a large segment of the U.S. population means a failed Census. An accurate count of the Latino community is necessary if we are to make sound policies for the economic, social and political well-being of the entire country.

Through our broad range of Census activities, we have gained a deep understanding of what must be done to ensure that Latinos are fully counted in the 2010 Census. We offer the following recommendations:

I. The Census Bureau must develop effective outreach and education partnerships with community-based organizations that the Latino community trusts, building on the successes and experiences of Census 2000. In 2000, the Census Bureau worked together with national and local partners throughout the nation to encourage Latinos to answer the Census. Our organization, together with schools, local faith institutions and other community groups, were particularly effective in reaching "hard-to-count" populations, such as immigrants and non-English speaking populations, who lack basic information about the Census or are fearful about the consequences of completing the Census questionnaire. We are particularly proud of the mail back response rates in several Latino-majority communities which were both a tribute to the effectiveness of the partnerships and a demonstration of the sincere desire among millions of Latinos to make themselves count in 2000.

We believe it is particularly important to build upon the successes in 2000, and begin implementation of the partnership program in Fiscal Year (FY) 2008. Both the Bureau and its partners need sufficient time to lay the foundation for their work and effectively plan their activities. The Bureau must start to identify these partners, develop or strengthen relationships with them, and provide the tools that will be needed for outreach work. The partners need time

to develop their organizational capacity and infrastructure, and to obtain the resources from philanthropic groups or other sources required to support their activities.

We are deeply concerned that the Administration did not include funding for Census partnership activities in its FY 2008 budget request, thus delaying the implementation of partnership planning to FY 2009 at the earliest. This simply would be too late, and would force the Bureau and its partners to work frantically in FY 2009 to develop and launch effective outreach programs.

We congratulate and appreciate the actions by the Commerce, Justice, Science and Related Agencies (CJS) Subcommittee of the U.S. House Appropriations Committee to provide an additional $13 million in the FY 2008 budget for the Bureau of the Census to support partnership and outreach efforts in preparation for the 2010 Decennial Census. As the Committee and the Census Bureau have acknowledged, such promotional efforts increase mail-back response rates and lower enumeration costs.

II. The Census Bureau must implement a communications and outreach plan that uses culturally-appropriate outreach materials and takes into account the special challenges in reaching certain Latino sub-groups. As the Census Bureau develops its communications plan for 2010, it must utilize the "best practices" for reaching Latino residents and ensuring that they respond to the enumeration efforts. The Latino community is comprised of many diverse national origin and subgroups, with residents whose origins include Mexico, Central and South America, and parts of the Caribbean. The Bureau must develop outreach materials and strategies that are culturally and linguistically appropriate for these groups. The Bureau's community-based partners can provide invaluable assistance for the agency's efforts in this regard. It is also critical that the Bureau consult and work with Spanish-language media as it implements its communications plan. Spanish-language media are a trusted source of information for many of the nation's Latino residents, and these media outlets have extensive expertise on reaching different Latino population groups.

The NALEO Educational Fund is pleased that the RFP for the Communications Contract included requirements for the Contractor to: utilize partners as part of the overall communications strategy; have, or subcontract with firms that have, expertise and experience in marketing to historically undercounted populations, including Hispanics, African Americans, Asians, American Indians and Alaska Natives, Native Hawaiians and Pacific Islanders; and create materials in-language for appropriate advertising and communications materials, as well as review all non-English materials. The NALEO Educational Fund believes that the small business contract requirements should include a specific category requirement for minority-owned businesses, which it currently does not.

In addition, the Bureau's communications and outreach plans must take into account the special strategies needed to reach rural residents. Many of these residents are migrant or seasonal farmworkers, with limited-English proficiency, who live in temporary or non-traditional housing. The Bureau's outreach plans for these residents must complement the special strategies it must employ to identify rural populations with special needs, and to implement enhanced enumeration efforts within these areas.

III. Special strategies and preparations will be required to enumerate the nation's immigrant population, regardless of their status. Our nation's current debate about the future of its immigration policy is creating additional challenges that the Bureau must address in reaching the newcomer population. Some policymakers have adopted a divisive tone and tenor during this discussion, and several states and localities have implemented or are considering measures intended to target immigrants. Some of these measures require local law enforcement agencies to enforce federal immigration laws; others would require apartment owners to check the immigration status of potential renters. This has created a climate which will exacerbate immigrants' distrust of contact with government agencies, including the Census Bureau. Undocumented immigrants, legal permanent residents, and even U.S. citizens who live in households where family members have varying status of immigration, will be discouraged from

answering the Census. The anti-immigrant climate today will harm confidence in the confidentiality of the Census, and promote the belief that among many residents the Bureau will use the information they provide in a detrimental manner. It is critical that the Bureau develop messages and strategies that effectively communicate the confidentiality of information provided by Census respondents. The Bureau itself must ensure that it reinforces public trust in this confidentiality by strictly adhering to its own privacy principles and mandates, including Title 13 – the Protection of Confidential Information; the Confidential Information Protection and Statistical Efficiency Act, and the Privacy Act of 1974, on released of data on "sensitive populations" to law enforcement agencies.

I concur with my colleague Karen Narasaki, President of the Asian American Justice Center who testified before this Committee on April 24th that the Census Bureau must begin working with the U.S. Immigration and Customs Enforcement (ICE) to limit its enforcement activity during the Census process. We know that while ICE's predecessor, the Immigration and Naturalization Service, committed to limit activity during the 2000 Census, previous enforcement activity may have caused many immigrants to avoid participating in the 2000 Census count.

IV. The Census Bureau must ensure that its Census 2010 workforce reflects the diversity of the nation's population. In order to accurately reach and count our nation's Latino residents in 2010, the Census Bureau must employ a diverse workforce, from its highest managerial positions to its field enumerators. The Bureau has now started to open temporary regional offices, and it is critical that it hires a diverse group of Office Directors to lead its regional operations.
With respect to local enumerators, the Bureau must hire individuals who are familiar with their local communities and their residents. For many Latino neighborhoods, these workers must be bilingual in English and Spanish. It is also likely that some individuals who possess the best skills to work as enumerators in the Latino community may not be U.S. citizens. We urge the Bureau to implement a waiver in its hiring practices that would allow work-authorized non-citizens to take on enumerator positions. This is particularly important for regions of the

country where there emerging Latino populations are comprised of large numbers of non-citizens and non-English speaking populations, such as the South.

In order to ensure the diverse workforce needed for the 2010 Census enumeration, the Bureau must also strengthen its existing efforts to implement a well-designed and effective recruitment, retention and promotion plan to increase the number of Latinos at the Census Bureau.

V. The Census Bureau must be able to quickly adjust its plans based on the outcomes of the 2008 Dress Rehearsal. 2008 is an particularly important year in the Decennial Census cycle, highlighted by the Census Dress Rehearsal in San Joaquin County, California, and several North Carolina counties. The dress rehearsal will feature new methods such as bilingual questionnaires and a targeted replacement mailing, new technologies including hand-held computers and Global Positioning System software, updated address lists and digital maps, and new strategies for reaching hard-to-count populations. The dress rehearsal provides the only opportunity to test the integrated 2010 plan in a Census-like environment. The Bureau must be ready to make final adjustments to the 2010 plans given the outcomes of next-year's Dress Rehearsal.

The NALEO Educational Fund remains committed to being an active and thoughtful partner to this Subcommittee, Congress, the White House and the Census Bureau, in ensuring the success of the 2010 Census, so that our nation can rely on the most accurate data possible. I thank the Chairman, the Ranking Member, and the Subcommittee once again for providing us with the opportunity to share our views today on the responsiveness of the 2010 Census to the Latino community.

Mr. CLAY. Ms. Bennett, you may proceed.

STATEMENT OF L. DIANE BENNETT

Ms. BENNETT. Thank you, Chairman Clay, Mr. Gonzalez, and Mr. Rodriguez. I am here today—and I'm not going to prolong this hearing talking about the importance of the community Partnerships Program or the significance of doing just something extra to make sure that the differential undercount is reduced. I am going to talk today and share some observations and also some recommendations based upon past experience, lessons learned.

For census 2000, I acted as the special assistant to the Director of the Census Bureau and also as special assistant to the Associate Director for field operations. My primary responsibility was the Partnership Program. For a brief moment, I was acting partnership coordinator. I selected the then current chief of partnerships and her deputy, who is now the chief of partnerships. So what I wanted to share today is some very practical—I believe some very practical observations and recommendations consistent with what many of my distinguished panelists have already mentioned, but I wanted to talk about it from the other side. Because as I said, in 2000, I was a part of that team. Every partnership decision that was made in 2000, I was at the table. I can tell why they were made, and I can tell you under what circumstances they were made. I'm not guessing. I'm talking about my experience, and that's what I want to share with you today.

One of the clear things that kind of distinguishes this census and the preplanning that leads up to it from census 2000 was—and Dr. Kincannon alluded to—the dual tract census planning that was going on. The great thing about that—although we were overworked, the great thing about that was the Congress, as you know, Mr. Gonzalez, gave us a robust budget to do that. We were doing dual track censuses, and we had dual-track planning going on, and we had the money, the resources to do that. And that's one of the things that I want to talk about today.

The other piece that the Congress said to us was when you talk about all the challenges that these organizations are going to face and the undercounted communities are going to face, the mandate that they gave us was very clear. Be innovative and be aggressive, and it takes money to do that.

So, if I may, everything that people are going to talk about at this hearing is going to be very clear, is going to be very important. But these realities are very different, depending upon where you go. In San Antonio, where the predominant population here is Hispanic—you go to some other areas of the country, it is not that way. But from where I come from—I'm from North Carolina—we are a predominantly rural State. And some of the—some of where our largest growth has been experienced with the Latino population has been in rural areas, where that population has blown to 300 percent in some areas. Those communities don't have the infrastructure of Catholic charities or some of the—MALDEF, some of the other organizations that are in place in larger cities. So what you need is an effective Partnership Program that can do the kinds of things that need to be done at the local level.

Now, when we talk about partnerships, to say we're going to engage partners, that's pretty easy to say, but it's a difficult process and it's a long process. It takes a lot of time, a lot of preparation to do that. So some of the things that I'm going to talk about today are centered around three points, No. 1, resources; No. 2, timing, timing. No. 3 is engagement, effective engagement. It's just not enough to say, "We're going to go out there and do partnerships." Anybody that's worked in the community knows that is real different. And there's a greater challenge now with the immigrant—the immigrant debate that's going on all over the country. With the challenges in the black community, with the challenges in the Arab community, with all of these challenges that are taking place across the board, we cannot afford as an agency—and I sometimes slip back and forth between my census life and my real life now—but we can't afford to make those kinds of errors in judgment.

The Director talked about great planning, and the Census Bureau is the best in the world at that. But no plan, no strategy, no initiative is as good as the assumptions that they're based upon. And to say that the communications strategy is come in and all is right—no, it is not. The communication strategy is a national initiative. It's a national strategy. They're going to set the message, set the tone. But then it has to filter down to these organizations. They're the ones that are going to have to make it work, and that's what I want to talk about today.

First, the funding issue. I believe that the Partnership Program needs to be funded now. We talked about 2008, putting the Partnership Program in the budget for 2008, but let me give you a scenario. If the Partnership Program is only funded in 2008, meaning October 2007, what happens to those regional offices—there are 12 regional offices. It will take them several months to ramp up, to identify the right staff—because we hire indigenously. We hire people from the Latino community. We hire people that have the language skills and the cultural connections and the networks in those communities to be effective. We've got to find them. We've got to advertise. We've got to recruit. It takes time to do that. We've got to train them. So, if the Bureau is forced to wait until October 2008—just for the sake of argument, say it takes them 6 months to hire and train. That's 6 months we've lost. Then we have to deal with community-based organizations. We have to engage them and bring them along.

To dovetail back into my comment about the communication strategy. The communication strategy, they're talking about an integrated focus. We did integrated strategy in 2000. But the key element of an integrated strategy is the Partnership Program. How do we just dump a communications strategy on a community and they don't know anything about it? We have to bring them along. This is the most important element of the census 2000 outreach campaign is the Partnership Program. It is these organizations being engaged early enough in the process with the right resources to do it their way. Everywhere you go you're going to have similar challenges expressed to you. If you're to take this tour all over the country, you're going to hear basically the same kind of challenges. Local problems require local solutions. No matter how well meaning headquarters is—and I used to be a headquarters person, but

I was also a regional person. I was a regional partnership specialist and a regional partnership coordinator.

So I would beg you to fund the Partnership Program. And I'll throw a number out there. I'm a numbers person. Give the Partnership Program—give the Census Bureau $3 million now to start hiring. We have to identify the right people. Then in 2008, make sure that we're in the budget—a robust budget.

Moving on to Item No. 3 is to provide in 2009 funding for special initiatives. In census 2000, the Congress gave us approximately $14 million that we used for what we call in-kind programs and also for special initiatives. That was critically important for areas like the colonias because Alfonso Meribal down in Dallas—I know you know Al. Al did a very comprehensive campaign for the colonias, in getting those folks educated, getting them motivated to complete the census questionnaire. But that was all as a result of the special initiatives that we got. And I know my time is running out quickly. OK.

Mr. CLAY. Let's conclude.

Ms. BENNETT. OK. In conclusion, all partners and stakeholders depend upon the Census Bureau and this Congress for honesty. Partners and stakeholders representing our hard-to-enumerate communities need the Bureau and this Congress to remember them, their contributions and their impact. The Bureau's success as the premier statistical agency in the world is tied to its ability to count everyone, no exceptions. Decennial enumeration and operations are difficult. Politics are complicated. Accountability and civic responsibility are not. And you owe it to these communities.

Mr. CLAY. Thank you so much, Ms. Bennett. We appreciate that.

[The prepared statement of Ms. Bennett follows:]

COMMUNITY PARTNERSHIPS HEARING

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House Oversight and Government Reform Subcommittee on Information Policy, Census, and National Archives
U. S. House of Representatives

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Formal Testimony

Chairman Clay, Mr. Turner, distinguished Members of this Committee, our host Mr. Gonzales and fellow panelists; I am honored to participate in this hearing "to discuss the significance of community partnerships to ensuring an accurate count; the importance of culturally appropriate outreach; challenges to reaching and counting members of racial, ethnic, and language minority groups and residents of rural communities; the implications of the current immigration debate for response rates to the 2010 Census; and the Bureau's efforts to ensure a diverse workforce, from senior managerial positions to enumerators, for the 2010 Census."

To begin, I would like to make it clear that I am hear to neither discuss the merits of the Partnership Program, successes of Census 2000 nor the necessity of engaging community-based organizations, nor how critical their participation is to reducing the differential undercount and to the overall success of the count. I believe that each of these facts is evident and past successes speak for themselves.

My contribution to this hearing will be in the form of observations and recommendations. My perspective is quite unique, considering the positions I held in Census 2000 as Special Assistant to the Associate Director for Field Operations and to the Director. The Partnership Program and everything related to it, was my primary responsibility. I was involved in every decision relating to the Program such as: serving as Acting Chief of the Program, selected the Partnership Chief and Deputy, helped shape the Program vision and success measurements, responsible for budget management, oversaw regional implementation, staffing/hiring, training, Field Directorate liaison for paid advertising, marketing, special events & oversight, developed and oversaw special initiatives & in-kind and all other elements required for success.

Despite the operational discussions surrounding Census 2000, Congress provided a robust budget and a clear mandate to develop and implement "innovative and aggressive" strategies to achieve a complete and accurate count, reduce the differential undercount and raise the mail response rate. Much of the criticisms of some of the program-initiatives were more a function of the timing of funding than about management.

Factors such as apathy, fear, distrust of government, privacy, confidentiality and feelings of insignificance are some of the impediments that exist within historically hard-to-enumerate communities. These communities and their issues are best addressed by trusted individuals, institutions and organizations.

Consequently, the significance and positive impact of partner and stakeholder networks to a community mobilization effort is critical to a region's success and to the overall success of the Census.

National programs and initiatives were translated into very effective customized grassroots campaigns by community-based, faith-based and civic organizations, educational institutions, the private sector and state and local governments. The Partnership Program was the conduit for those efforts by implementing an organized Program vision and strategy through well-connected, indigenous staff, providing technical support and customized outreach products for partners.

The effectiveness of the Partnership Program was the result of an integrated strategy that utilized innovative and aggressive elements to inspire, direct, support and celebrate community mobilization. So, census participation is critically important to every community and not just those considered "hard-to-enumerate".

Assumptions

✓ Plans, programs and strategies are only as good as the assumptions upon which they are based. **Inaccurate assumptions regarding 2010 Census community partnerships and the communities they serve, include:**

- **Assumption:** People/communities that want to be counted will be counted – no special program is needed to engage them.
- **Assumption:** Communications contract will solve all partnership-related issues. With such a comprehensive contract the Partnership Program is less important.
- **Assumption:** Partners and stakeholders are willing to respond whenever the Bureau calls.
- **Assumption:** Partnership engagement is the least complicated of all decennial operations and therefore requires less attention and fewer resources.
- **Assumption:** Regardless of when the Partnership Program begins, partners and partnership specialists will make it successful.

- **Assumption:** Bureau's credibility with key partners and stakeholders is equal to Census 2000.
- **Assumption:** Replicating the success of Census 2000 will be just as easy in 2010.

Observations

✓ Sept. 11th, immigration and other environmental challenges have increased the level of apathy, fear, distrust of government, and concern for privacy and confidentiality and will negatively impact civic engagement.

✓ Credibility issues exist for the Bureau with partners and stakeholders most needed to make the 2010 Census successful.

- Many African American/Black population organizations and leaders site lack of representation in senior management positions as an indication that issues and concerns important to them are NOT as important to the Bureau.
- Minimal integration of partner recommendations in decennial outreach planning. For example:
  - GAO evaluations and meetings with partners, following Census 2000, consistently revealed a need for partnership engagement to begin earlier to be more effective.
  - Complete Count Committee Focus Group meetings submitted meaningful recommendations but no action has been taken.
  - Many REAC recommendations regarding 2010 Census planning and implementation remain "on paper".

The issues, challenges and obstacles capable of obstructing a complete and accurate enumeration in the 2010 Census are more complex, more intense, more pervasive and more common throughout the Country than in any other decennial.

Local problems require local solutions – guided by a strong, well-funded, "innovative and aggressive" Partnership Program.

The following recommendations provide the basis for such a Program and such solutions and focus upon ONE KEY QUESTION: DOES THE CENSUS BUREAU AND THIS CONGRESS WANT TO COUNT THE HARD TO COUNT?

Recommendations

1. Provide immediate funding for Partnership Program: *Regions must hire Partnership Program management staff this Summer to prepare 2010 regional implementation plans and develop infrastructure.*

Issues:

- ✓ Regions need staff support to develop Partnership Program implementation plans and develop management plan for recruiting, hiring and training of '08 staff.
- ✓ Regional Partnership management staff hired this Summer would ensure more efficient use of '08 funding. Summer hiring (min. 5 regional & HQ FTEs) would position managers to readily identify program and community needs and address any administrative requirements to hire indigenously. Delay in hiring this management team could result in a min. 6 month lag time in overall program development and implementation; less efficient utilization of funding, less cost effective hiring and training processes.
- ✓ Local partners and stakeholder organizations should be involved in regional plan development and engaged for their support of critical operations – e.g. recruiting/hiring, identify donated space, etc.
- ✓ Immediate need to identify indigenous staff to begin work within hardest-to-enumerate areas – e.g. Colonias, Afro-Caribbean, Arab and other rural and isolated immigrant communities, etc.

2. Ensure Partnership Program is fully funded in 2008: *Partnership Program is critical element of 2010 integrated communications strategy and infrastructure must be in place for campaign success.*

Issues:

- ✓ Communications contract and the overall integrated strategy will fail without an effective local implementation plan conducted by the regional Partnership Program and the partners they engage.

- ✓ Concern that Partnership Program will not be funded in '08 undermines confidence and morale of partners and Bureau staff.
- ✓ Delayed funding Partnership Program would most assuredly set the civic engagement campaign up for failure.
- ✓ Partners and stakeholders depend upon technical support and guidance from Partnership Program and partnership specialist to be effective.
- ✓ Delayed or inadequate funding for community partnership efforts burden partners and stakeholders with "unfunded mandate".

3. Outsource elements of Partnership Program: *Partnership Program would benefit from the support, flexibility and expertise of an outside contractor.*

Issues:

- ✓ Current status of Program funding and implementation would benefit from outside contractor flexibility and support. Capacity to provide rapid, on-demand support to Partnership Program staff and partners is important to compensate for implementation delays.
- ✓ Outsourcing to a firm with strong decennial experience and networks enables regional and headquarters staff to concentrate more on administrative and management requirements while a contractor focuses on implementation issues. Outsourcing would provide increased external accountability and monitoring.
- ✓ More cost and time efficient use of capital and human resources. Contractor networks and expertise would be added value to the Bureau, partners and stakeholders.
- ✓ Outsourcing recommendation is consistent with decisions made for other critical decennial operations – e.g. FDCA, DRIS, Communications, etc.

4. Provide '09 funding for Special Initiatives & Partner Resource Support Program: *Special Initiatives and partner resource support efforts are needed to expand engagement and enumeration in selected "hardest-to-enumerate" communities/populations.*

Issues:

- ✓ Need for more timely availability of partner resource support. Census 2000 in-kind funds were available 90 days prior to Census Day. Timing of funding did not allow partners ample time to submit applications and organize Census Day activities and limited effectiveness.
- ✓ Need to provide resources to support a range of innovative and aggressive activities by partner and stakeholder organizations.
- ✓ In 2000, resource support was limited to $2,499. 2010 resource support should be increased to $4,999 to accommodate need. Current local challenges require more innovative solutions implemented by partners over longer periods - at more realistic resource limits.
- ✓ Need to engage more non-traditional organizations – e.g. immigrant-based service providers and vendors in resource support.
- ✓ Need to provide more innovative approaches to target select "hardest-to-enumerate" communities – e.g. immigrant, rural, Colonias, Afro-Caribbean and Arab, etc.

5. Redefine success measurements for 2010 Census Partnership Program: *Congress and GAO should collaborate with the Census Bureau to develop Program success factors that more accurately reflects value of partners to operations and overall enumeration.*

Issues:

- ✓ Need to modify success measurements that better reflect impact and effectiveness via defined milestones for Partnership Program and partner efforts for 2010.
- ✓ Census 2000 Partnership Program evaluation was based more upon the number of partnership agreements signed and less upon the quality of the work performed.
- ✓ Redefined success measurements would enable Partnership managers and Specialists to better manage workload and track partnership effectiveness during implementation rather than after the process. Providing more quantifiable milestones, deliverables and expectations enables managers, staff and partners to better monitor resources and performance in real-time – increasing accountability.

6. Increase diversity of senior management staff: *African Americans must be better represented in senior management at Headquarters – either via hiring or contracting; hiring at regional decennial staff/enumerators level must continue to be indigenous.*

Issues:

- ✓ Perceptions of many African American leaders and organizations that the Bureau is not as committed to the issues and concerns within the African American/Black community as to other race and ethnic groups.
- ✓ African American/Black issues and concerns do not receive the level of thought and attention necessary to ensure complete and accurate enumeration in their communities because of lack of African Americans in senior decision making positions at Bureau headquarters.
- ✓ Census Bureau must not alienate any partner – for any reason and should take corrective actions to address those concerns.
- ✓ Expectation that the Bureau will continue its commitment to recruiting and hiring diverse and indigenous workforce. Success at the regional level is commendable; headquarters, at this time, is not.

Conclusion

All partners and stakeholders depend upon the Bureau and this Congress for honesty. Partners and stakeholders representing our hard-to-enumerate communities need the Bureau and this Congress to remember them, their contributions and their impact.

The Bureau's success as the premier statistical agency in the world is tied to its ability to count every person – no exceptions. Decennial enumeration and operations are difficult. Politics are complicated. Accountability and civic responsibility are not.

Thank you for this opportunity.

Appendix

L. Diane Bennett - President/CEO

Career Experience

- 30 years experience - communications services, partnership development
- 30 years management experience - government & private industry
- 30 years experience – grassroots mobilization - faith & community-based campaigns

Professional Career

- President/CEO – LD Bennett and Associates/***KinetaCorp*** – 2002- present
- Vice-President–Business Development & Special Projects–Sykes Communications, Inc. (2001-2002)
- 2000 Recipient – U.S. Dept. of Commerce - Bronze Medal for Superior Federal Service
- Special Assistant to Director and Associate Director for Field Operations (GS-15) – Census 2000 – U. S. Bureau of Census (1998-2001)
- U. S. Bureau of Census – 2000 Census – (1996 – 1998)
  - Regional Coordinator – Partnership Program (GS-14) – Charlotte Region *(5 States)*
  - 1998 Dress Rehearsal Partnership Coordinator
- Diversity Director – Habitat for Humanity International – (1991-1996)

Career Accomplishments

- Program Director – Field Training and Career Development - Survey Enhancement; Training Enhancement and New Approaches to Enhancing Participation projects
- Program Director – design & launch of highly successful NC DOT – Title VI Compliance Tool – web-based compliance, training, data collection and assessment instrument
- Managed Census 2000 – Partnership & Marketing Campaign
- Responsible for tracking & management of Partnership budget ($150M)
- Designed and oversaw budget tracking & reporting system for regional programs, In-Kind and Special Initiatives
- Responsible for staff of 700 decentralized field specialists: 12 regions; 520 local census field offices
- Oversaw management of $14 million in-kind (grant) program for 140,000 Census partners; co-authored design & implementation plan
- Primary liaison for Director of Census Bureau and Congressional Black Caucus & national African American organizations
- Primary liaison for Associate Director for Field Operations and government oversight agencies – e.g. GAO, Inspector General, Census Monitoring Board
- Primary liaison for Field Directorate on Advertising Committee
- Co-author/primary liaison – Critical Buy Program – Census 2000 – Advertising Campaign
- Responsible for Field Division participation in Census 2000 – Road Tour – 12 regions
- Co-author – In-language Video text; assisted in video post production w/vendor (5 languages)
- Created Partnership Corporate Report Vol. I & II – documented Census 2000 partner efforts and program accomplishments
- Managed Habitat for Humanity International – Diversity Program – responsible for partner engagement (15 national organizations); fund raising ($3 mil); house building (200); West African house build – 40 homes

Education

- M.R.P. – Masters Regional Planning – University of North Carolina – Chapel Hill (1980)
- B.A. – Triple Major – English, Psychology, Afro-American African Studies – University of North Carolina – Charlotte (1978)
- Educational Consortium Tour – Five West African Universities – Summer 1976
- Certificate of Completion – U. S. SBA – Cost and Pricing Seminar, 2005

Affiliations

- University of North Carolina at Chapel Hill – Life Member
- Sherman Memorial COGIC – Life Member
- Delta Sigma Theta Sorority, Inc. – Member-at-Large
- NAACP – Member
- GAL Volunteer – Juvenile Court Officer – Guardian Ad Litem Volunteer

AGENCY BACKGROUND

LD Bennett and Associates/KinetaCorp (LDBA/KinetaCorp) is a diverse full-service agency offering a broad range of comprehensive management consulting, logistics, information technology and communications services to clients targeting niche and underserved markets.

***LDBA/KinetaCorp* is certified SBA: 8(a), SDB, WOB; certified U.S. & NC DOT: DBE; Certified: MWBE, SBE and registered U.S. DOD: CCR & OCRA firm; Certified: State of South Carolina – MOB & State of Tennessee – WOB. Our team is also comprised of Pines One Publications, Rock Creek Productions and Saraphim Corp. Headquarters – Charlotte, NC; other locations: Restin, VA, Alexandria, VA, Houston, TX and Los Angeles, CA. We are federally certified in all 12 Bureau of Census regions and Puerto Rico.**

Our agency founder and key personnel have designed and managed highly successful national, regional, state and local campaigns, projects and initiatives. ***LDBA/KinetaCorp*** is comprised of a cadre of diverse professionals with significant and outstanding experience in federal service and private industry. Several are retired and former Bureau of Census senior Executives with extensive networks and expertise which make our firm uniquely qualified and prepared to be an asset to this project and other 2010 Census efforts and requirements.

Collectively, we have over 140 years of Census experience, working a combined 16 decennials and 10 Dress Rehearsals. The quality of these individuals' past performance to the Bureau of Census and Federal Service is demonstrated by three Gold Medals, two Hammer Awards, three Silver Medals and four Bronze Medals.

We are extremely proud of our individual and collective work with such clients as the U.S. Bureau of Census – Census 2000 – Partnership & Marketing National Campaign, U. S. Census Bureau – Field Directorate, Regional Offices, Field Training and Development and Partnership & Data Services Division, U.S. E.P.A., NC Office of the State Treasurer, NC Department of Transportation, NC Public Transportation Association, NC Office of Civil Rights and Business Development, Duke University, City of Charlotte and Habitat for Humanity International, to name a few.

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Mr. CLAY. Ms. Camarillo.

STATEMENT OF LYDIA CAMARILLO

Ms. CAMARILLO. Good morning. How much time do I really have? Buenos dias, Chairman Clay and Members Gonzalez and Rodriguez, distinguished panelists, and members of the audience. I am Lydia Camarillo, vice president of Southwest Voter Registration Education Project, the Nation's largest nonprofit/nonpartisan organization of its kind. Since its inception, we have registered 2.3 million Latinos. Thank you again for the opportunity to testify before you.

Southwest Voter urges Congress to utilize the full congressional oversight authority to ensure that the Federal Government meet its constitutional mandate to count every person in the United States. We urge Congress to protect and uphold the constitutional obligation. Therefore Southwest Voter urges the Census Bureau count—that the Census Bureau count every person in the United States, regardless of their legal status, that the necessary resources be provided to the Bureau so they can meet this constitutional responsibility.

Article 1, Section 2, and the 14th Amendment of the U.S. Constitution require that every person be counted every 10 years through the Bureau, regardless of whether they're legal or not. This responsibility falls on the U.S. census.

An accurate count is essential for three reasons. First, it provides Congress with the necessary population data from which to determine how to apportion Congress representatives among the States. Second, it provides State and local government population data to assist in the redistricting of State and local government representation districts. Third, it allows the Congress and the Federal Government to allocate financial assistance among the States. In addition, the census data provides a wealth of information on population growth patterns, demographic information, and statistical data to assist government, opinion leaders, and policymakers, in the shaping of public policy and legislation.

Historically, an incomplete, inaccurate census count denies Latinos and other communities of color their constitutional right to fair representation at all levels of the government. An inaccurate count also deprives Latinos of the proper allocation of Federal resources which are needed to assist such communities to form some public policy to solve or alleviate such issues facing the Federal, State, and local government, including county, State, school boards, water boards, and so forth. An undercount of the Latino and other ethnic communities must be prevented, cannot be justified or excused in this, the wealthiest country in the Nation. And if the IRS knows how much we owe them, we should be able to count everybody.

In the last census enumeration, over 3.3 million individuals were left uncounted. The Census Bureau estimated that at least 1 million Latinos were not counted in 2000, in spite of the numerous partnerships with the Latino community. Bureau efforts to count every person and the statistical adjustment of the census count, the undercount resulted in the loss of at least three congressional seats during the redistricting process in States like Texas, California,

and Florida. Moreover, Latinos also came up short during the redistricting process of States and local municipalities including school districts and other political subdivisions. Thus, undercounts are unacceptable and must not be tolerated.

Southwest Voter urges Congress, through its oversight function, to ensure that undercounts are not repeated in the 2010 count. It violates the U.S. Constitution.

The 2000 undercount of Latinos resulted in the loss of our communities of thousands of Federal dollars that should have been used at the State and local levels. The loss is unconstitutional and should not be accepted as common practice by the Federal administration. Moreover, the U.S. Congress should be diligent to prevent this type of behavior as common practice. It is up to Congress to make sure that the U.S. Constitution is upheld.

Over the decades, the Census Bureau has made an important commitment to work with National, State, and local nonprofit organizations in an accurate count of all persons in the Latino community, including citizens and noncitizens and those without legal status. Southwest Voter urges Congress to continue this practice and hold the Census Bureau accountable for a full and accurate count of all persons in the United States.

The Latino community and its leadership can be helpful partners in promoting the census among the community. Latino leaders and organizations stand ready and committed to inform Latinos about the importance of participating in the census to ensure a full and accurate count. But this does not mean that the Census Bureau or Congress can skirt its constitutional duty or shift the burden of inaccurate count on Latino communities and local communities. Latino national organizations are prepared to advise and promote the importance of the accurate count; however, Latino leaders will hold the Bureau and Congress to its constitutional obligation and mandates so that every Latino living in the United States at the time of the count is counted.

Furthermore, the Latino elected leadership will hold Congress responsible for its oversight on the census—on the count. An accurate and full count will depend on the Federal Government's ongoing actions over the next years. Should the Federal Government's actions contradict its assurance of a full and fair count such that Latinos in our community feel they cannot trust the Federal Government gathering information, the results, I assure you, will be the communities of color not willing to participate in the census count.

The Federal Government must honor its mandate to count every person with absolute discretion, confidentiality, and privacy. The information obtained during the count must be devoid of the current anti-immigrant sentiment that exists in our political climate. When our Federal agency—in this case, the Census Bureau—wants the Latino community to trust it and provide it confidential information, and other agencies such as ICE are conducting immigration raids.

These acts and actions only serve to relay the message that the Federal Government cannot be trusted to honor its work to maintain confidentiality. These actions will result in hundreds, if not thousands, of Latinos not taking part in completing their census forms, a repeat of what took place within the Latino community in

the 1980's, not trusting the Federal Government, not taking part in the census enumeration. Therefore, the Federal Government, all its agencies must create an environment of trust and confidence within the Latino community and other ethnic communities.

Southwest Voter makes the following recommendations based on the lessons learned over the last three census enumerations and applauds those efforts if they are incorporated or once again use. We encourage the U.S. Census Bureau to fulfill its constitutional requirement according to the U.S. Constitution.

Southwest Voter respectfully recommends the following steps to ensure a more complete and accurate count, but should not be limited to: Provide legal assurances to Congress, the President of the United States, the Bureau leaders and staff, the communities can be confident that their information will be held in complete privacy, confidentiality, and that it will not be shared with other agencies, in particular ICE. Allocate the necessary resources to count every person residing in the United States, regardless of legal status. Provide local hearings on what the Latino community expects and participates from the U.S. Census Bureau. Partner with Latino national, statewide, and other organizations. Hire and train sufficient bilingual Latino staff members early who come from those communities that face historical undercounts. I believe the Bureau calls them indigenous hirings.

Cultural awareness must be part of the training when conducting count. Use long-cuts, not shortcuts only using the short form—it should not only resort to statistical sampling after the count is completed, incomplete, and accurate, but it should resort to making sure that persons are counted from the get-go.

During the cleanup period of the count, if necessary, hire more individuals to help communities complete the form, and, if necessary, should provide more resources to ensure a complete and accurate count. Provide enough time to have the cleanup period that is realistic and practical to ensure a full and accurate count. And finally, call for and ask the President to maintain a moratorium on immigration raids.

Mr. Chairman, Members Rodriguez and Gonzalez, thank you once again. And I thank the three of you for being champions in making sure that every person of color is counted. Thank you.

Mr. CLAY. Thank you so much, Ms. Camarillo.

[The prepared statement of Ms. Camarillo follows:]

Southwest Voter Registration Education Project

United States Congressional House Committee on Oversight and Government Reform's Subcommittee on Information Policy, Census, and National Archives

2010 Census: Reducing the Undercount in the Hispanic Community Subcommittee Congressional Hearing

Testimony Prepared and presented by
Lydia Camarillo
Vice President SVREP

Henry B. Gonzalez Convention Center
200 E. Market Street, Room 103-A
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Chairman Clay and members González and Rodriguez of the House Subcommittee on Oversight and Government Reform's Subcommittee on Information Policy, Census, and National Archives, I am Lydia Camarillo Vice President for Southwest Voter Registration Education Project (SVREP), the nation's largest nonpartisan, nonprofit organization of its kind, with its mission to increase the participation of Latinos in America's democracy. Since its inception, SVREP has registered over 2.3 million Latinos throughout the southwest and southeast.

Thank you for inviting me to testify before the Subcommittee which will examine the United States Census Bureau's plans to work with community organizations and state and local governments to ensure that Latinos and other minorities will be accurately counted in the 2010 census.

SVREP urges Congress to utilize its full congressional oversight authority to ensure that the Federal government meets its constitutional mandate to count every person in the U.S. We urge Congress to protect and uphold the Constitutional obligation. Therefore, SVREP urges that the Census Bureau count every person living in the U.S., regardless of their legal status, and that the necessary resources be provided to the bureau so that they can meet this constitutional responsibility.

The Article I, Section 2, and the Fourteenth Amendment to the United States Constitution requires that every ten years, the federal government, through the Census Bureau, conduct an enumeration of every person (both citizen and non-citizen) residing in the United States. This responsibility falls on the U.S. Census Bureau. An accurate count is essential for three reasons. First, it provides Congress with the necessary population data from which to determine how to apportion congressional representatives among the states. Second, it provides state and local governments population data to assist in the redistricting of state and local governmental representation districts. Third, it allows the congress and the federal government to allocate financial assistance among the states. In addition, the census data provides a wealth of information on population growth patterns, demographic information, and statistical data to assist government, opinion leaders and policy makers in the shaping of public policy and legislation.

Historically, an incomplete and inaccurate census count denies Latinos and other communities of color their constitutional right to fair representation at all levels of government. An inaccurate count also deprives Latinos of the proper allocation of federal resources which are needed to assist such communities to form sound public policy to solve or alleviate issues faced in federal, state, and local governments, including counties, cities, school district boards, water boards and so forth. An undercount of the Latino and other ethnic communities must be prevented, cannot be justified or excused in this, the world's wealthiest nation.

In the last Census enumeration, over 3.3 million individuals were left uncounted. The Census Bureau estimated that at least 1 million Latinos were not counted in the 2000 count in spite of the numerous partnerships with Latino organizations, Bureau's efforts to count every person, and statistical adjustment of the census count. The undercount resulted in the loss of at least three congressional seats during the redistricting process in states like Texas, California and Florida. Moreover, Latinos also came up short during the redistricting processes of state and local municipalities, including school districts and other political subdivisions. Thus, undercounts are unacceptable and must not be tolerated. SVREP urges Congress, through its oversight function to ensure that undercounts are not repeated in the 2010 count. It violates the United States Constitution.

The 2000 undercount of Latinos resulted in the loss to our communities of thousands of federal dollars that should have been used at the state and local levels. The loss is unconstitutional and should not be accepted as common practice by the Federal Administration. Moreover, the United States Congress should be diligent to prevent this type of behavior as common practice. It is up to Congress to make sure that the United States Constitution is upheld.

Over the decades, the Census Bureau has made an important commitment to work with national, statewide, and local nonprofit organizations to ensure an accurate count of all persons in the Latino community, including U.S. citizens, non-citizens and those without legal status. SVREP urges Congress to continue this practice and hold the Census Bureau accountable for a full and accurate count of all persons in the United States.

The Latino community and its leadership can be helpful partners in promoting the census among our community. Latino leaders and its organizations stand ready and committed to informing Latinos about the importance of participating in the census for a full and accurate count of our community. But this does not mean that the Census Bureau or Congress can shirk its constitutional duties, or swift the burden of an accurate count on local communities.

Latino national organizations are prepared to advise and promote the importance of an accurate count. However, Latinos will hold the Bureau and Congress to its constitutional obligations and mandate so that every Latino living in the United States at the time of the census is counted. Furthermore, the Latino electorate and leadership will hold the Congress responsible for its oversight on the Census Bureau for a full count.

An accurate and full count will depend on the Federal government's on-going actions over the next years. Should the Federal government's actions contradict its assurances of a full and fair count, such that Latinos in our community feel they cannot trust the federal government gathering information, the results, I assure you, will be that communities of color will not be willing to participate in the Census count.

The Federal government must honor its mandate to count every person with absolute discretion, confidentiality and privacy. The information obtained during the count must be devoid of the current anti-immigrant sentiment that exists in our political environment. When one Federal agency in this case the Census Bureau wants the Latino community to trust it and provide its confidential information. And other federal agencies, like the United States Immigration and Customs Enforcement (ICE) are conducting immigration raids, these acts and actions only serve to relay the message that the federal government cannot be trusted to honor its word to maintain confidentiality. These actions will result in hundreds, if not thousands, of Latinos not taking part in completing their census forms. A repeat of what took place within the Latino community in the 1980's -- not trusting the federal government and taking part in the census enumeration. Therefore the federal government, all its agencies, must create an environment of trust and confidence within the Latino community and other ethnic communities.

SVREP makes the following recommendations based on the lessons learned over the last three Census enumerations and applauds these efforts if they are incorporated or once again used. We encourage the United States Census Bureau to fulfill its constitutional requirement according to the United States Constitution.

SVREP respectfully recommends the following steps to ensure a more complete and accurate count, but should not be limited to:

1. Provide legal assurances, from Congress, the President of the United States, and Bureau leaders and staff that communities can be confident that their information will be held in complete privacy and confidentiality, and that it will not be shared with other agencies, particularly the United States Immigration and Customs Enforcement (ICE).
2. Allocate the necessary resources to count every Latino residing in the United States regardless of legal status.
3. Provide local hearings on what the Latino community expects and anticipates from the United States Census Bureau.
4. Partner with Latino national, statewide and local community organizations and leadership to promote the importance of a full and accurate count.
5. Hire and train sufficient bilingual and Latino staff members early, who come from those communities that face historical undercounts -- I believe the Census Bureau calls these individuals *indigenous hiring.*
6. Train hired staff with culturally sensitive awareness.
7. Use the long form, and should not short cut by only using the short form and it should not resort to exclusively to statistical sampling after the count is completed -- incomplete and inaccurate -- but should resort to making sure every person is counted from the get go.
8. Hire more individuals to help communities complete the form, if necessary, during the "clean up" period of the count and if necessary it should provide more resources to ensure a complete and accurate count.
9. Provide enough time to have a "clean up" period that is realistic and practical to ensure a full and accurate count.
10. Hold a moratorium on immigration raids starting now until the census is conducted and we have a full count.
11. Establish the necessary procedures to all for an "adjustment" of the census to correct the undercount of Latino residents of the United States.
12. Establish the necessary procedures to insure that citizenship data, including voting age population data is included with the data provided to the states for redistricting.

Mr. Chairman, Congressional members González and Rodriguez, thank you again for the opportunity to testify before the House Subcommittee on Oversight and Government Reform's Subcommittee on Information Policy, Census, and National Archives.

Mr. CLAY. And thank the entire panel for their testimony. I appreciate that. We will go in the same order as before with my host, Mr. Gonzalez starting.

Mr. GONZALEZ. Thank you very much, Mr. Chairman. I appreciate it. And I'll try and see if I can hit everybody with—an observation first is—you may not know—of course you would not know this, Mr. Chairman, but Mr. Saldana, the fine work that he does, is equally matched by his wife who works for United Way. It's just a wonderful family, and what they do for this community is amazing. I don't know if they ever see each other, but they truly work in unison in many other ways.

But, Steve, I think you were pointing out—and even the Director pointed out—that people aren't going to be forthcoming unless someone they trust in their community—and now we're really getting out in the grassroots. It's not necessarily Charlie Gonzalez, Member of Congress—and sometimes not even a city councilman or whatever, but it's going to be someone in their social or their civic life or the church. So you've indicated different ways that—let's say Catholic charities—and not just limited to Catholic institutions and such, but the other churches, different denominations here.

What specifically—I mean, I know what y'all did last year. Are y'all planning anything already this—because we think this is early, but this will be on us before we know it. Is there anything that y'all are currently doing so that y'all will be prepared when the census comes and solicits you as a partner?

Mr. SALDANA. Thank you, Congressman. And thank you for the kind words on my wife. She'll be glad to hear them.

Yeah, absolutely in our immigration program we're already starting to talk to people about the need to participate in this. I did mention some specific things. A church bulletin, for instance, has specific requirements as to its insertion. So, if the documents by the Census Bureau are created for that process, then it will be truly efficient. And Ms. Bennett mentioned the rural communities. The church of any faith in a rural community is the center point of that community. And by working with them, that will garner the support of that whole community and the confidence of those people who attend that church.

But it's very important that all of our organizations right now start to get the details—we don't have any documentation—if the census—you heard about early on things of 2008 and 2009. If the Census Bureau can get us posters and things, we can get these up and have them posted and use those as reminders to individuals to start this process.

Mr. GONZALEZ. Thank you very much. Mr. Vargas, also I want to point out that you are a member—and I'm trying to remember the exact title—on the Census Advisory Commission and such. What exactly is your service with the Census Bureau?

Mr. VARGAS. There are—as Dr. Kincannon mentioned, there are ten advisory committees to the Census Bureau. One of those committees is the Decennial Census Advisory Committee for the 2010 census. It's made up of about 20 national organizations. Some represent stakeholder communities. Some represent professional associations. We are the only Latino stakeholder in that committee.

And it is that committee that has been working with the Census Bureau to vet different changes and plans for the 2010 census.

Mr. GONZALEZ. And quickly—because you've been in this for so many years with MALDEF and NALEO and such, and you know that there's political sensitivities and such. All of you have pretty well pointed out that there should be some sort of a timeout—and I don't want to mischaracterize it. I think we have to be very, very careful how we describe this—to allay any fears to individuals that may not be documented, that it's not going to lead to an arrest, an apprehension, or deportation. So the census, obviously, is not Immigration Customs Enforcement.

But politically how do you address that particular sensitive subject when there are so many individuals in this country that currently believe that there's not enough enforcement, that we would be asking in the next couple of years that either a timeout or a relaxing of enforcement be undertaken? Because I see that as very problematic as far as a message for the census to be going out there and engaging ICE, Immigration Customs Enforcement, or anyone else.

Mr. SALDANA. Congressman, you're raising perhaps one of the biggest challenges the Census Bureau will have. And there is precedent for this, and I think that's something that this Congress should look to, that there was precedent for this in 2000 and in 1990. What there is not precedent for, though, is the taking of the law into their own hands by private citizens, such as the Minutemen who have taken it upon themselves to enforce the border, because they see a failure of this by the Federal Government. Again, I don't think it's unimaginable that we will see private citizens taking it upon themselves to prevent the Census Bureau from counting all immigrants.

So I would call upon the Congress to review now what are the penalties for interfering with the actions of a census enumerator, and what protections do we have to make sure that all enumerators themselves accurately count everybody in the household. We know of instances in the past where Federal employees have taken it upon themselves to make decisions that would keep immigrants out of certain activities, or even the enumeration. So this is something that I think the Congress should take a very close look at.

Mr. GONZALEZ. Thank you again just for your observations, because I think we do need people that have been on the ground for many years, which leads me right into Ms. Bennett, who I've known for a very long time. And thank you for all your fine work. But I think what you pointed out—and I had someone in the audience come up during the break, and they said, "You know, Charlie. We've got a bunch of materials that we put together in concert with the City Council on our partnership effort of 10 years ago—or 8 years ago."

And so I was thinking what utilization should there be of all the information that all these different partners—it's all out there, and I don't think we have to reinvent the wheel. But what it was was their own observations, what were areas that they thought they fell short and what they could improve. Isn't there a fast, you know, I'd say availability of already performance-based evaluations? And what can we do to assure that the Census Bureau is going to—in

gathering that information and using that? Is it going to have to be the partnerships themselves to say, "Look. We've got this information. We want to share it with you," and such?

Ms. BENNETT. That's a perfect segue. I believe that—first of all, the answer is yes to the question. There is just a plethora of information that is out there, as well as innovative strategies, lessons learned. And I'd like to just kind of refer everybody back to the GAO report on census 2000 and community partnerships. I think it was GAO report "2000 Census Review of Partnership Program Highlights Best Practices for Future."

One of the key things that they talked about was consistency, is maintaining a connection in communities down through years, so that we don't have to go in and reinvent the wheel. That falls back on my initial point about resources.

Yes, some of our partners still have things that work. They've got lessons learned. They've got connections. They know what they need to do. But I think that it is unfair to this Congress to say to communities, "Well, go on out there and count your people," when it's the Census Bureau's responsibility in concert with communities.

So, in order for us to take advantage of the lessons learned, the brochures, the materials, the public service announcements that these community organizations some of them already have and more need, they need the resources. And the reason the Partnership Program is so critical is because these organizations have to be trained in what the new procedures are. The census has been re-engineered. And in order for us to educate the public, we also—they need to know what to expect for certain operations. They need to know when the operations are coming. It's not enough to put an ad on the television and think everybody is going to say, "Oh, I need to be aware there's an enumerator in my neighborhood." No.

We need to start working now, because we also have to—even though these organizations have material that they can use, that material then needs to be integrated into the communications strategy, because the communications, whenever that contract is let, the contractor is responsible for setting the message—the census message so everyone is saying the same thing. So what we need to be able to do with resources—these community organizations can be trained in what that message is, how that message is to be implemented, and how their implementation strategy is consistent and aligned with what the Census Bureau is going to do. You don't want to confuse the public.

Mr. GONZALEZ. And thank you very much. I think that's one real clear message is the timeliness of the budget and getting the resources to the census. And I know the chairman is going back with that message, and, of course, I will join him on the floor, as Ciro will, when we advocate.

Ms. Camarillo, last but not least, Southwest Voter—I mean, I just assume—and maybe this is an assumption and I'm wrong. But you already work those particular areas that generally would be identified as the undercount areas. Are—is there a place for you—and I'm thinking is there any conflict—is there any reason that you wouldn't be one of those partners? And in the past, have you been able to lend any assistance to the census?

Because I just think, one, you already know the neighborhoods, you know the families, and you've identified individuals that actually have gone to those homes, knocked on the door, have conversations—have had meetings, and so—regarding voter registration. How does that lend itself to be in a partner, if at all possible?

Ms. CAMARILLO. I don't think we've had—thank you for the question. I don't think we've ever had a formal partnership in any way, shape, or form with the Bureau. I know that Southwest Voter is committed to partner with other nonprofit—MALDEF, NALEO, and the other organizations around the country to make sure that every Latino is counted. It is a natural process for us to—because we are in the neighborhoods working across inner cities and rural communities to have conversations and partnerships. And as we know for the Latino community, the messenger is also very important. And so Southwest Voter is already a staple, if you will, for this community. We can say that by the way that if we register a Latino and it's—or individual register by Southwest Voter and then we later ask them to turn out and vote, they know who we are. They know that we stood there and fought for them day in and day out. So I think that there is an opportunity for us to figure out how to work that.

But I do want to reemphasize my point. In the 2000—and I must say I wasn't as actively involved around that time as I was in the 1990's with Arturo Vargas and MALDEF, because I actually worked for Arturo, I believe. So the point—the point, though, is that—it seemed to me then—and I hope we don't do this again—that the burden was shifted to communities of color for the undercount. And so I think if I can stress the point is it's a constitutional obligation of the administration of the Federal Government to make that count, and we want to be partners to make sure there is no undercount for the obvious reasons. It has implications in terms of representation, and it has implications in terms of resources for our community.

But I don't want the Bureau to turn around and say, "Well, we didn't do the count right because we didn't do this right." We want to be there. We want to be partners. And we're happy to see how we, Southwest Voter, might be able to do that in the various neighborhoods that we work in across almost 20 States, including North Carolina and Georgia and places where you would think we're not there. It's not just the Southwest.

Mr. GONZALEZ. Well, thank you very much. And I want to emphasize that Southwest Voter is nonpartisan, so we have to make sure that people understand that. Again, thank you very much.

Ms. CAMARILLO. The voters decide.

Mr. CLAY. Thank you so much for those questions. Mr. Rodriguez.

Mr. RODRIGUEZ. Thank you, Mr. Chairman. Let me once again thank you. I think you've done a beautiful job with the panelists that we have before us. I know, Ms. Camarillo, the work you've done throughout on voter education, voter registration, as well as Ms. Bennett.

I was glad you mentioned the rural communities. I represent one of the—probably one of the largest districts in the country, expanding some—through the—if you go through the border, it's more

than 700, 750 miles. A straight shot on the road is 650 miles long. Mr. Vargas, I know your impact with—with the elected officials from throughout—you know, has a direct, you know, contacting throughout. And, of course, Mr. Saldana, thank you, also. You're definitely in all our communities.

And I want to ask I guess just an open-ended question to all of you. I've got—it's been very good to me. I've gotten good feedback in terms of the—and, Ms. Bennett, your request for us to get on the forefront. Ms. Camarillo, your request to make sure at the tail-end we don't forget that closing or cleanup period and how important that is.

Taking into consideration my rural community—and I'm going to be very selfish here—how would you look in terms of going after—since we had 3 million undercount the last time, how do we go in those rural communities and/or—you know, maybe identifying those problematic areas that you might already foresee? And I know you've mentioned some of those areas. How do we address those this time around? And I'll leave it open to any of the ones, you know, from the church down to, you know——

Ms. BENNETT. Thank you. Just to give you an example of what's happening in South Carolina; South Carolina is predominantly a rural State. It has the lowest mail response rate of any State in the union. And my grandparents on my mother's side came from South Carolina, so a special place in my heart for South Carolina.

We've been working with—and me, as a private citizen, also as a contractor, have been working with partners and local governments that we worked with in 2000 because they knew that they undercounted a substantial number of folks—African-Americans in those very rural communities and Latinos, now, in those very rural communities.

One of the things that they're doing in the State of South Carolina, Bobby Bowers, he has petitioned the legislature to give him resources. They've got $1 million a year from now until 2010 to count the undercounted. So he has engaged the churches, he has engaged local community-based organizations that work directly with the Latino population there, saying to them, "Look. We know there's a problem, but we need to address it head on."

And I have been working with African-American organizations who also have partnered with the Latino community. It's not a battle between us in terms of who's No. 1 and who's No. 2. Because if you're a minority, we're all in the same boat, you know. If our end has a hole in it, you're going down, too. So we don't look at it that way, and so—and us country folk, you know, we look at it as we're all in this together.

So—the NAACP, some of the national Panhellenic organizations like the Omegas, the Kappas, and the Deltas, they've been working with service providers saying, "Look. We've got a significant part of our population that has not been counted, and it does all of us good if they are counted." So we're not driving them underground. We're encouraging them. We're holding meetings with them. And we're using those resources. And that—$1 million is really not a lot of money when you look at the kind of percentage—the growth percentage in South Carolina.

So that's what we've done. We've started up front. We talked to elected officials and said, "Look. We've got this situation. It is our situation. These are people in our community. They're living here. They're working here, for however—whatever their legal status is, and we need to make sure that they're counted."

The State has also sent a letter out to all of these—the elected officials, because you're right. People are looking at this—this issue and taking some matters into their own hands. So the local elected officials are saying to them, "Look. We need to count everybody because we need these resources back into our community." And what they've done is they've sent letters to the cities and the counties saying how much money they lost in 2000. So there's a very—a very graphic explanation.

Mr. VARGAS. Congressman, in addition to everything that's been mentioned about how to reach rural communities, I think this is an important role that the media will have to play in reaching these communities; not just television, but radio. And we should not underestimate the power of the radio to reach our community and the mobilizing impact that it can have.

We saw the impact of radio in mobilizing millions of immigrants and their supporters to take to the streets last year. It is that kind of mobilization, that kind of call to action that we will need from our friends in the media. And it's not just going to be the large, you know, conglomerates of media, but the small radio stations that are emerging in these rural communities that residents of rural communities listen to day in and day out. And, actually, that's where they get their information. They trust the local anchor or DJ, and I think it's those people that need to be the effective messengers.

Mr. SALDANA. Congressman Rodriguez, I think it's important to realize, as we were talking about the raids here, that's where they took place in this area. They took place in the rural communities, and that's because we have the undocumented and Hispanic populations on farms and ranches out—out in the community. So this becomes a prime attack on your specific congressional district.

Also, I would like—again talking about the churches, not just in writing material, but enlisting the heads of these churches. Getting the face of the archbishop, for instance, and his name attached to promoting the census would be a very powerful weapon out in the church communities, especially in your district areas.

And the faith communities, again, are very powerful in the small—in the small, rural communities because nonprofit agencies such as Catholic Charities—that start to expand the very far reaches of where they can service, and so it's important to work with those kind of systems that are inherent in those small communities and not just depend on agencies, and that's where churches are most powerful.

Ms. CAMARILLO. The difficult part about working with the rural community is that because it's so spread out—and also, there is less people in larger numbers of geography—it's important that in addition to what has already been discussed by—by the panelists about the press and the media and nontraditional ways of communication—and certainly a relationship and a partnership through

the churches—that you really do spend extra resources to go find the individuals.

There will be, I think, lots of ranchos where you won't know that there are several families there, that you have to make sure that you have folks out there working also with the communities and trusting.

So it's going to be a lot of word of mouth, lots of trust, and lots of resources. It costs more—if we do an analysis at Southwest Voter, it costs us more to be in a rural community than it does in an inner city, by as much as, sometimes, 100 percent. So that's what you have to sort of think about.

But the communities are there, and we need to make sure that they're counted.

Mr. RODRIGUEZ. Thank you very much. And, Mr. Chairman, I'm—with that, I'm going to have to personally leave. Thank you. Congratulations, and I'll see you tomorrow in Washington.

Mr. CLAY. Thank you so much for being here, Mr. Rodriguez. We appreciate your participation in this hearing, and I will see you tomorrow. Take care.

Let me start with Mr. Saldana. Many churches and other religious institutions were actively involved in the 2000 census. You supplied the Bureau with enumerators, with volunteers, and we appreciate your efforts in that past census.

Which actions taken by the Archdiocese were most successful in reaching the Latino community?

Mr. SALDANA. Well, in the Archdiocese of San Antonio, we're very fortunate to have a Catholic television station and a Catholic newspaper. And so these were very instrumental in repetitively being able to get the word out. We ran PSAs, and we ran printed ads repeatedly in this media.

We are now fortunate to have Catholic radio as well in this area, just recently has come on board, and I think the use of this media, also with the confidence that the church brings, will be very strong in working with the census this coming year.

Mr. CLAY. So those are additional steps that you would recommend to the Bureau as far as the outreach——

Mr. KINCANNON. Yeah, absolutely. The—the census in 2000 was very good at using Spanish language media here in this community. And so, using alternative media processes, I think, is going to be very important.

Mr. CLAY. Thank you so much for that. Mr. Vargas, in your testimony, you pointed out that you were concerned about the interference of enumerators. For the record, it is a Federal offense to interfere with a census enumerator, and the FBI would take that issue up with whoever interfered with that enumerator.

You also suggested some very intriguing—and what I think to be helpful—recommendations, such as review laws that prohibit the interference—a moratorium should be implemented on raids by the INS. I think that's very interesting. You also recommended that the Bureau get a waiver for non-citizens. I find all three of those recommendations to be helpful.

Let me ask you about your involvement with the Secretary of Commerce's advisory committee. As a member of this committee, NALEO has made recommendations for improving outreach to the

Latino community. In the past, how effective has the Bureau's implementation of your recommendations been, and what recommendations have you made to the Bureau for the 2010 census?

Mr. VARGAS. Thank you, Mr. Chairman. The most recent recommendations we made had to do with the actual composition of the short form and the race and Hispanic origin question.

And this is an example where perhaps the Census Bureau has not been as nimble and quick to change as we had hoped, which is why I think responses to the 2008 dress rehearsal be very important.

We were presented with the Bureau's recommendation of how the short form—the Hispanic race and Hispanic origin question should be worded in—in the 2010 census. And at that meeting, we did have some recommendations of how we could tweak it, but the Census Bureau again expressed its reluctance to make any changes because it—these changes would not have been tested in time, even though we thought that the improvements that we were recommending would actually improve the composition of the question.

So sometimes our recommendations are taken into consideration and we see action upon them. Sometimes the Bureau just simply does not have the time or is reluctant to make changes because they don't believe they have the time to do that, which is why I think the nimbleness needed by the Bureau is something that we hope that Dr. Murdock will introduce.

Mr. CLAY. Thank you for that response. Ms. Bennett, you recommend outsourcing parts of the Partnership Program, in part because you believe it will be a more efficient use of capital and human resources and increase external accountability in monitoring. Which elements of the Partnership Program do you believe should be outsourced? How would outsourcing those elements benefit the Bureau and taxpayers?

Ms. BENNETT. First of all, the recommendation is consistent with how the Bureau is doing business during—for 2010. This is the most contractor-driven census ever. Our field data collection has been outsourced. Communications has been outsourced, and the communications contract encompasses almost everything that was previously under the census—under the Partnership Program's umbrella.

One of the things that I'm looking at when I make that recommendation—and this is after having talked to three regional directors, past regional directors, and some other folks that are still very much interested in what's going on with the Bureau. The reason we make that recommendation is because there's a lack of nimbleness, as Mr. Vargas has alluded to.

The Bureau has a plan, and the Bureau is going to be very diligent with that plan. Given the timing, just for the sake of argument, if there is not budget for partnerships in 2008, an outsourced contractor will be able to do things faster. They don't have the restrictions on hiring. They don't have the restrictions on being able to implement programs and to be able to move throughout communities as effectively.

Also, when it comes to the quantitative aspect of this census, one of the—one of my biggest disappointments in 2000 was the—was

the way the Partnership Program was measured. Because of the timing of things and because of the amount of money that we were given, Congress said, "You will be judged based upon the number of partnership agreements that you engage." OK?

So then our specialists were running around—they had a quota. They were running around trying to get these agreements signed without really dealing with the qualitative aspect of our partners. And so, by outsourcing, you can better define the quantitative aspect of the census and better manage the resources. Because you—with a contractor, you don't have all of the overhead and those kinds of——

Mr. CLAY. But, now tell me, in 2000, there was quite a bit of dissension within the Bureau about the Partnership Program, is my understanding. That there were some inside the department, in the decisionmaking positions, that really did not appreciate the Partnership Program. Is that accurate?

Ms. BENNETT. It's somewhat accurate, just as—just as—just as there is right now. I heard the Director say that they decided not to fall on their sword for the Partnership Program for 2008. OK. So what does that mean for partners? What are we saying to our partners? That just as soon as we get ready for you, you're just going to drop out of the sky, and the infrastructure is going to be there. The infrastructure has to be in place, and the Census Bureau has not done that. So I guess my question is how serious are they about counting those that are undercounted.

And one other point, please. When we talk about "This is not early," this is early. Six percent of the budget was spent before 2008. Six percent of $125 or $126 million is a lot of money.

Mr. CLAY. And that leads me into the next question. What specifically do you see as shortcomings of the Bureau, leading to the dress rehearsal as well as to the 2010——

Ms. BENNETT. I'm sorry.

Mr. CLAY. What do you think are shortcomings that you are—just as an outside observer, what do you see as shortcomings that——

Ms. BENNETT. OK. OK. One, I definitely believe that the commitment to the Partnership Program early on is a definite miscalculation. Because these partners and all of the other thousands of partners out there need us to be—need to be engaged with the Bureau right now.

These agencies have changed. The leadership has changed. Yeah, there are some things that we won't have to reinvent the wheel on, but what about their issues? We can't just come in and say, "Well, we're from the Census Bureau, and you need to count your people," and just go about doing it.

Their—they have issues. They have an agenda of their own. So what the Bureau needs to do is to be able to integrate with them early. That's No. 1.

The second thing is—the other assumption is that the communication strategy is just going to—that's the magic bullet. That's the second miscalculation.

The communications contract, if it is—just for the sake of argument, if it is let in September, it will take them at least a year to develop the campaign. They're not going to come in with a cam-

paign. They have to develop the campaign. Then we're looking at 1999, early 2000. What are partners doing in the meantime? What are the communities doing in the meantime? That's the second thing.

And the third thing, again, goes back to—to resources, to say that, "The Partnership Program has ongoing efforts now, and so we don't need any until 1999," I think is a—is a big miscalculation.

In 2000—I came on in 1996. All regions had their partnership coordinators on in 1997. We had partnership specialists working with local governments on LUCA in 1997. None of that has taken place this time around.

Third, by the time 2008 rolled around, we had our first wave of partnership specialists in place with that 6 percent of the budget. It's a small amount in contract, but when you look at 6 percent and you've got people on the ground working, it—they laid the groundwork for the folks that came on in 1999.

Mr. CLAY. Thank you for that. Ms. Camarillo, please know that the laws of representation due to the undercount is a major concern of this subcommittee, and thank you for highlighting that in your testimony.

In addition to Texas, California, and Florida, what other States do you think lost——

Ms. CAMARILLO. Well, there were 3 million people—that's so many more seats that we lost. So I'm not sure exactly what the losses were, but if it—I would assume that if 3 million voters—3 million folks were not counted, that means that one-third of that was Latino. I wouldn't be surprised if one-third or more is African-American. That means the African-American community lost a seat.

I'm not sure where, what city, what State—I mean what State, but clearly—and then I'm sure—there were the other communities where communities also of color and Native Americans, and then there's a combination. But I don't have an absolute sense—I'm not an expert on the census. In 2000, I was busy running the—the 2000 Democratic Convention, so I didn't follow it as closely as you-all did.

But—but for Southwest Voter, counting every person is a constitutional mandate, as I mentioned in my testimony. But I find the irony that this country, being the richest country in the world, can make sure that we pay all our taxes to the IRS, but we can't count voters when we vote, and we can't count every person when the—the Constitution calls for us being counted.

So I think that it's—it's important that if I say one thing that is not in my testimony is that the administration currently in place today will set in motion lots of the—the plan that will be executed in the next administration, whether it sits with the current GOP leaders or whether it sits with the Democrats.

If this current plan isn't a plan that looks to include all communities of color, then as much as the communities want whoever is in charge the next time, even if they're 100 percent committed by money, resources, and soul, it will be very hard to move that quickly. So it's imperative that we are diligent in making sure that the administration is honest and clear and committed to making sure that every person is counted.

Mr. CLAY. What is the best way to communicate—and I'll ask you and Mr. Vargas to answer this. What's the best way to communicate to communities the importance of representation and the importance of being counted accurately so that—accurately so that you don't lose your representation in Congress or you are not cheated out of your representation? What is the best way that we can communicate through the Bureau and through organizations like yours?

Ms. CAMARILLO. I think it has to be a partnership that is multifaceted. It's going to have to be the government at all levels, the Federal, the State, the local, because everybody loses. It has to be the—the nonprofit organizations, the churches, labor.

But it also has to be, now, some money sent out to do some campaigns that people listen. I mean, one thing that we can say—those of us who are involved in getting out the vote, whether it's for the Latinos or other communities, if you hear—if you put it out once, it's as if you didn't hear it. So it has to be repeated, repeated, repeated, repeated until people get it that, No. 1, it has implication on services for them, as well as representation.

When people think about bread-and-butter issues, maybe your child might have better books or a computer that they don't have. If it—if we send a message that resonates to people about what they're losing—sometimes, when you say you're losing $1 million or $1 billion or whatever it is your community is losing, it doesn't make sense to them unless they hear that it might mean, you know, the street corner pothole is fixed, no more floods, better schools—it has to resonate, and everybody, including from the President to Congress, has to start sending out that message and spending the money telling the communities that it's almost time again to get ready to be counted.

The importance—and more importantly, that we have a commitment that confidentiality is going to be kept and that agencies are not going to be getting information that we, by the Constitution, are mandated to keep confidential.

Mr. CLAY. It sounds like you should be part of the communications team also. Mr. Vargas.

Mr. VARGAS. Yes, Mr. Chairman. With regard to reapportionment, let's not forget that it's a zero-sum game. There are only 435 Members of Congress that have to be reapportioned among the States. So not only did California and Texas and Florida not gain a seat because of the undercount, but it's also quite possible that the State of New York may have lost a seat because not everybody was counted in New York.

So this is a key issue not just for gains, but for losers in the reapportionment. There's been a lot of focus on Utah in the last reapportionment, because Utah just narrowly missed that extra seat.

Ms. BENNETT. It went to North Carolina.

Mr. VARGAS. It went to North Carolina instead. [Laughter.]

Utah has experienced, also, a significant increase in its immigrant population. So it would be in Utah's interest to make sure that all immigrants are counted in that State, given 2010's reapportionment—or 2011's reapportionment.

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

Mr. GONZALEZ. Just real quick. Ms. Bennett, I know we've gone on—all to the different partnerships. Something that we haven't discussed that just occurred to me, how do we utilize the schools; to what extent and, of course, are there any obstacles? Because, I mean, that is, you know, a gold mine. You know, you have the child there who takes the information home, I mean—as an assignment. You know, there are different ways of doing this.

Ms. BENNETT. That is an excellent question. The Census in Schools program that we utilized in 2000 was a phenomenal program, and I think everyone knows the reasons.

Many times, when you're dealing with households that are of immigrant standing, they don't necessarily read English well. So the children go back and take the message. Many times, the children are the ones that complete the questionnaire.

The same thing holds true for communities that have literacy challenges, whether they be Appalachia, KY, or West Virginia, or rural North Carolina where you've got parents that—black families that don't read well, the children are actually doing the questionnaire. And as a part of the Census in Schools campaign in 2000, that was a key. And that was where we spent a lot of—a lot of resources, and it was extremely important.

Now, that goes back to my original—I'm just kind of beating this. When it comes to the Census in Schools campaign, they need resources now. Now, let me—let me say—let me say this to you. And you guys know—I'm sorry. You-all know this better than I do. I'm sorry. If the Census in Schools campaign is not started now, it will be a waste of taxpayer dollars.

Given the No Child Left Behind mandates on local school districts, they began doing their curriculum planning two and 3 years out. So, if the Census in Schools campaign is rolled out in 1999, it's just information that's going to be sitting in a corner.

Because teachers are saying, "Hey, look. I've got to get these kids ready for end of—end of grade tests. I've got the State requirements, and I've got the Federal requirements. Oh, and by the way, I want to get that bonus. And you want me to do the census on top of that?"

So, if the Census Bureau—to hear people say that this is too early is ludicrous. This should have started a long time ago with the right resources with Census in Schools so that we could have engaged the right partners, we could have been before the right curriculum committees, the right education associations to have them engaged, and have this incorporated into the strategy. To drop this on schools in 1999, as I said, will be a waste of taxpayer dollars.

Mr. GONZALEZ. And, Mr. Chairman, probably—since—I mean, I'm not on the committee, but maybe we need to establish where are we with the Census in Schools program, if at all, if we're anywhere—I'm just looking here. March 2010, census—census questionnaires are mailed or delivered to households. We're obviously at that point, you know.

And then the timing of everything, too. Because—because of No Child Left Behind and the mandated test, I think they're probably taking place right around the same time.

One last observation—and we haven't touched on it—and some people are going to say that it doesn't—it's not as relative to minority communities because of the digital divide. I don't exactly believe that. I mean, I think there is a digital divide. Don't get me wrong. But the use of the Internet—and I know we have individuals here, I think, from the regional office. And again, I think when we leave here today, I would like to inquire—and I may formally do that through you, Mr. Chairman, as to what is the intended use of the Internet.

And I'm not just talking about a Web site for the Census Bureau where people get information. I'm talking about proactive, affirmative use of the Internet. It is the most incred—it has revolutionized society. And where we were in 2000 and where we will be in 2010, it's light years of change. And I haven't heard anyone allude—and maybe it was because of the topic, minority communities, and people sort of write us off and don't think that, you know, the cyberworld really applies to us, but I think that it does.

Again, availability of the information—and Steve is talking about maybe the centers where they have the immigration information and the workers that do have access to a PC. Is it just having the Web site? Is it going to be more than that? Obviously, I just assume all that is out there, but really being proactive in the use—because what you have are different services that are being provided by different entities that I think would be happy to partner up with the Census Bureau.

And I am talking about the huge search engine Google or Yahoo and so on. This would be incredible. So—and this does filter down to our communities. Maybe not to the degree or extent of other communities, but, nevertheless, I think it's a resource that we may have overlooked and has some implication to the topic at hand today.

And so, with that last observation, if anyone has any other observations regarding either the schools or the Internet, I'm happy to entertain that now.

Mr. VARGAS. You're absolutely right, Congressman. Those are the new media that we need to utilize. Also cell phones.

One of the biggest mobilizing tools used in the marches of 2006 were young people text messaging each other and advising each other of the marches and using it to really to mobilize. These are the kind of media that the Bureau needs to employ in 2010.

Mr. SALDANA. Please. Ladies first.

Ms. BENNETT. I was just going to say, I do believe that the Internet and the Web site and all those kinds of things are a part of the communications contract, but I totally agree with Mr. Vargas. When you look at the capability of texting now and how our children get their messages—many times we're looking at households that have—everybody in the house has a cell phone, and they may not have Internet connection, but they've got a cell phone, because everybody is all over the place. So that's a—that's a valuable resource.

And also, when it comes to the Internet and also to the Web sites, in 2000, members of organizations such as the Panhellenic organizations, the Delta Sigma Theta organizations, Alpha Kappa Alphas, the Kappas, the Omegas, those organizations—nine major

organizations connected their Web sites to the Census Bureau's Web site. That was how they got information to their ministers, to their local elected officials.

So it is going to be critical for us—and I think, you're right, that anyone—the Bureau, any agency makes—makes a strong miscalculation when they assume that the digital divide has left us all behind. We are very well connected, and I think that's an asset that they need to take advantage of.

Mr. SALDANA. Two things. The—schools were very instrumental in our success at outreaching to the CHIP program, another Federal/State program. And when we were able to see the receptivity working through the schools of being able to get children enrolled on CHIP and being able to take that information to their families, I would certainly encourage the Census in Schools program, and I agree it needs to be done now so that we can get to those parents on a repetitive basis.

The other thing, the State of Texas has gone to an integrated eligibility process in which computers are used for the outreach of all social service systems in the State. And all of that has been problematic in its implementation. Most agencies are set up for the use of computerization systems for working with families in the State of Texas.

And so I would encourage, then, the outreach to the State system in saying, "We need this integration with the census, because all these agencies are going to be using that system to working with families."

Mr. CLAY. Thank you so much. And—oh, I'm sorry. Go ahead.

Ms. CAMARILLO. Mr. Chairman, thank you. I know we're out of time, but I am not going to suggest that I know what works better, but I will caution us that we don't allow the Census Bureau to go technology high in spending all their moneys.

What I do is I work with grassroots communities. That's how our communities turn out to register and turn out to vote. And I would argue that would be the same way. It should be a partner component, but it should not be the solution to—to the problem—to the issue. Remember, our communities don't trust that.

On the computer question, most of the schools in Texas do not have one computer, menos everybody else. So I'm not going to suggest it's a good good idea. I'm not going to suggest it's a bad idea. I know it's a new form of technology that we have to invest and figure out how we use it, but it should not be exclusive or the only—or the star flagship.

Mr. CLAY. I appreciate the point that has been made here by Congressman Gonzalez to get a timetable from the Bureau on their outreach to—to schools throughout this country. We will make the request from this committee—and I will share that with you and your caucus—so that we have a clear indication of timetables and what is to be expected throughout this country by the Bureau. That's a very valid point.

And as Ms. Bennett said, it may require a reshaping of that—of that contract or—or the—the entire Bureau's plan. So we will assess that once we get a response back.

Let me just quickly ask Mr. Vargas on another issue—in recent memory, there have been a number of well-publicized data

breaches at various Federal agencies, including the Census Bureau, as well as in the private sector. Are you concerned that these breaches of personal privacy might undermine the public's confidence in the Bureau's ability to protect their information? Is this further compounded by the tone of the information policy debate?

Mr. VARGAS. Thank you, Mr. Chairman, for that question. Absolutely. Shortly after 9–11, the Census Bureau actually compiled a list on Americans—or census tracts with large number of Americans for use by DHS, and that was very problematic.

We raised this through the Census Advisory Committee directly with the Bureau, and as a result, they established a new office, the Chief Privacy Office within the Census Bureau.

Now, I am not aware of what the role of the Chief Privacy Officer will be in implementing the 2010 census. And I think that would be an appropriate question from the committee to the Census Bureau about the role of the Chief Privacy Office in the—in the enumeration.

Also, new revelations have come forward about what the true role of the Census Bureau was in World War II and the identification of Japanese Americans. All of this is not helpful now.

So, to the extent that the Bureau can assure us that it's going to be on the up and up, will enforce Title 13 of the Privacy Act, is going to be key, because all of us are going to be on the line telling our communities, "Trust the Bureau." You know, if the Bureau, you know, undermines that, then we all have egg on our face.

Mr. CLAY. What steps do you think the Bureau must take to cultivate confidence in the Latino community regarding the Bureau—2010 census without divulging personal information?

Mr. VARGAS. Well, I think this is—this gets to the point that's been made to this committee, that the partnerships are exceedingly important, and they need to start now. Because in order for anybody to stand up to the Bureau, they need to have that trust themselves with the Census Bureau. They need to know who the Census Bureau employees are going to be. They need to trust them, that they know exactly who the community is.

It is unreasonable to expect that—a few months out, that people from the community will stand up and defend the Census Bureau if they have not developed that relationship with the Census Bureau over time. Which is why the fact that we didn't have the Partnership Program continue from 2000 to 2010 means we lost some ground. The Bureau probably lost some of those relationships and has to rebuild bridges and rebuild trust, because the Bureau needs to have the trust of the local priest, of—of the school teacher, of the community organizer, who is going to be telling the community, "Trust the Census Bureau." Because, ultimately, it's the Census Bureau doing enumeration, not us.

Mr. CLAY. Ms. Camarillo, you recommend that the Bureau use the long form, which has been replaced with the ACS to make sure everyone is counted. What role can an organization such as SVEP play in increasing awareness of the ACS?

Ms. CAMARILLO. Well, again, we'd be happy to talk to our communities and share the communities, and as you know, that takes resources. We have yet to take—and I don't believe we ever will—government money, because we want to continue to be nonpartisan,

so that always continues to be an issue. But—but for us, we think—and again, not being experts on the census, but understanding that it's our responsibility to understand and figure out how each community is counted and respected, that by having more information allows us to understand better our communities; and, therefore, the public policymakers can better form policies and legislation that can take care of their issues.

That is why I think the long form is necessary, but if I am wrong, then I will be told that and—on occasion, I change my mind, but I'm very stubborn, so——

Mr. CLAY. Thank you for that response. I'll recognize my colleague——

Mr. GONZALEZ. I have nothing further, Mr. Chairman. Just, again, to thank you and your staff for the wonderful work, the fact that you picked San Antonio. To all our witnesses that had so much—it was really substantive in nature, and obviously we—the chairman has said we're going to followup on some of your own questions, and such.

And to everyone that attend—I know that some of you are just private citizens that are here in that capacity. Others are representatives of a different agency or an entity or a governmental unit. Thank you for your interest. And, of course, we look forward to forming those partnerships with each and every one of you. Thank you again.

Mr. CLAY. Thank you so much. And let me again thank my—my host, Charlie Gonzalez, for showing us around this beautiful city and the Southwest. I have appreciated my first visit here. It will probably not be my last.

I think that this first field hearing of the subcommittee on the census was a success, and it will be part of an ongoing process of listening to the people throughout this country to find out what their reaction is to the census and what their impression is of the Census Bureau.

From testimony today, it's certainly obvious that the climate in this country must change as far as the whole immigration issue is concerned, and that's imperative among Members of Congress to help change that debate, and refocus it on what's really important to this country.

Diversity is essential in and outside of this Bureau, and it should be reflected within the Bureau and in the way they conduct business. That point was hammered home today. The undercount must be eliminated. That should be their No. 1 goal, and this committee will certainly keep them focused on that objective of how we eliminate the undercount throughout America's communities.

The Bureau must instill public confidence, also, in its ability to collect data and keep it private. We must—they must do a better job, and governmentwide—we must all do a better job in that.

So let me again thank this panel for your testimony today and for participating in this. I appreciate it, and I appreciate the city of San Antonio.

Let me also recognize Congressman Gonzalez's staff for all of their help, especially Angela Manson, Theresa Rangle, and Stephanie Smith. Thank you all.

And thank you all for being here. That concludes this hearing.
[Whereupon, at 11:59 a.m., the subcommittee was adjourned.]
[Additional information submitted for the hearing record follows:]

Prepared as testimony for the Congressional hearing on the LUCA Dress Rehearsal
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San Joaquin County, Community Development Dept., Geographic Information Systems
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Overall, our (San Joaquin County) experience with the LUCA Dress Rehearsal was fairly straightforward and painless. To a large degree we found that the existing Census data had been kept updated with submissions of new annexations, subdivisions and general construction. Only the most very recent of such changes appeared to be missing, and this may simply have been due to the cut-off timing for preparing the datasets to be delivered.

The County experienced no problems extracting the raw electronic data as provided and documented. However, there was some slight confusion when it came to deciphering the format for the electronic submission of the final results. I do not recall exactly the issues that caused confusion, other than that they were relatively trivial and mostly the result of the preliminary documentation being a bit scattered. (file formats in one location, submission steps in another, metadata requirements in an appendix, et cetera – not all of which were adequately referenced to one another) Phone conversations with Wendy Hawley in the Seattle Regional Office resolved all electronic submission issues.

San Joaquin County had initially signed up to participate at the full address list review level. However, after receiving the data and doing some preliminary investigations the County decided to actually participate at the block-level housing unit count challenge level (and also provide updated street geography for newly constructed subdivisions). This decision was made primarily for two reasons:

1) The County decided to process all of its addresses, including those within the incorporated cities. This decision was made after it became apparent that several of the local cities might lack sufficient time/experience/staff/data to participate in a significant way themselves. It came down to balancing available time/effort versus expected benefit. The County felt that full county-wide coverage at the block-count level would provide a better check of addresses and housing units than verifying individual addresses for only the unincorporated portion. In this way the County hoped to make up in part for any of the individual Cites that couldn't fully participate for any reason.

2) Many of the streets/roads within San Joaquin County are referred to by two or more names. This complicates the task of matching addresses among various systems. A street may have:

- its proper name, e.g., "Charter Way"
- a route name, e.g., "State Route 4" or "County Road J17"
- multiple names where shared road segments cross jurisdictional lines, i.e., having one name in the unincorporated County and another as it passes inside an incorporated city, the two often being used by the residents interchangeably regardless of jurisdiction
- one or more commonly accepted abbreviated forms, e.g., "Ben Holt Dr" in place of "Benjamin Holt Dr"
- a colloquial spelling or entirely different name, e.g., "Martin Luther King Jr Blvd"

These name-resolution issues are not unique to either the Census' or the County's data, and perhaps serve to point out a difficulty with the process. Postal carriers are able to figure out such issues "on the ground", but they can be difficult to resolve via electronic means. Such issues are typically handled by some sort of "aliasing" or "cross-referencing" scheme, where one set of names are mapped into another, but even that process may not provide for full correspondence.

The County also performed several preliminary tests comparing just the list of street names (as opposed to individual addresses) between the Census dataset and the various datasets available to the County. This relatively straightforward database task provided a good first-pass feeling for how well we might expect the two systems to agree with each other, indicating streets that did or did not exist in one system or the other. This sort of information is also extremely useful in deriving the necessary "alias" tables when individual address matching is to be performed. Some sort of preparatory side note, appendix or ancillary help document might be added to help other agencies with their initial strategy-making decisions – perhaps even to the extent of providing a data table containing only the unique street names in order to save the end-user from having to perform that step.

When comparing the block-level counts, the County found that the newer higher accuracy Census geography was an immense improvement over prior representations. In the past, it was often very difficult to align the smaller-scale Census geography with the larger-scale geography of local GIS data. That is to say, sometimes it was not quite clear what a Census Block actually represented on the ground. The new geographic boundaries are much improved in that regard.

However, there may be difficulties in performing block-level counts where Census Blocks do not correspond to physical street blocks. One example stood out in our review where a single large street block of condominiums was represented as three separate Census Blocks where the lines of division did not appear to follow any physical feature. The total count of housing units within the street block agreed with the total of the three Census Blocks, only the distribution varied. For example, if there were 300 total housing units, the Census Blocks might have the count split up as 90/100/110, whereas our placement of specific addresses might cause the housing units to split up as 70/100/130. Even with the newer higher accuracy Census geography it was not always possible to fully resolve such situations.

In general, whenever a Block boundary occurs on a non-obvious physical boundary, there exists a greater chance of improperly assigning housing units one way or the other. Our belief was that our counts were more accurate, but without being able to determine the exact physical features used to define the Census Blocks it was impossible to verify that assumption. In such cases, as long as the totals agreed, no challenges were made to the counts. This ambiguity is not covered by existing documentation, and does require a bit of "finesse" on the part of the data reviewer to resolve. GPS-collected address points aggregated into Census geography *collected with the same accuracy* would likely resolve that issue one way or the other.

Training for the provided Census data products and review process was quite adequate. We feel that the single largest challenge facing the Census will be finding adequately trained and experienced staff within the agencies contacted to perform the review for the tasks **not** within the scope of the Census training. There is a fairly high prerequisite of technical expertise required for the electronic review process -- and of course a huge time commitment for any agencies having to perform the process with pen and paper. San Joaquin County is fortunate enough to have an experienced staff that have worked with Census data products in the past, and have access to the local electronic data and GIS/database software necessary and appropriate for performing the task. Access to such local resources will likely not always be the case, especially for smaller agencies.