



**PREPARED STATEMENT OF
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Plans for the 2010 Census: Progress on FDCA and DRIS

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

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Mr. Chairman, and Committee members, thank you for the opportunity to discuss our plans for the 2010 Census. I would also like to thank the Committee for their continued support of the Census Bureau's programs, which will enable us to conduct a complete and accurate census.

Since the Director has outlined our plans to move forward with activities related to the Field Data Collection Automation system, I would like to talk about other vital aspects of the 2010 Census that are underway.

As part of the plan for the short-form-only census, we have incorporated significant improvements over past censuses, notably automation and infrastructure. These efforts include the 2010 Decennial Response Integration System (DRIS). The purpose of the DRIS contract, which was awarded in 2005 to the Lockheed Martin Corporation, is to ensure accurate and protected collection and storage of census responses. We are confident that this approach will work based on our experience from Census 2000. I am pleased to report that the contract is on schedule and on budget.

The plans for the 2010 Census also include important structural improvements and enhancements to the Nation's road map: the Master Address File (MAF) and the Topologically Integrated Geographic Encoding and Referencing mapping system, better known as TIGER.

Each of these activities is interdependent; the success of each component contributes to the overall success of the 2010 Decennial Census. Specifically, the MAF/TIGER Enhancement Program is a multi-year effort to collect and correct the locations of streets and other geographic information. Important objectives of the program include realigning the TIGER map to take advantage of GPS capabilities, modernizing the processing system, and expanding geographic partnerships. We are working with our contractor to complete the effort to realign the street-centerlines for all 3,232 counties throughout the U.S. and its island areas by the end of FY 2008 and that is on track. In FY 2009, we will conduct closeout activities for the realignment contract and work to maintain the fruitful geographic partnerships we have established with many state and local governments, and also evaluate the success of the realignment effort.

This activity is vital because the Census must count every person living in America, once and only once, and count every person at the correct address. The MAF tells us where the housing units are located and not only furnishes a list of addresses to contact, but also provides a reasonable means of organizing our workload in the non-response follow-up and tabulation operations. Ensuring the accuracy of the addresses is essential for the fair distribution of representation and resources, as they are distributed according to geographies — states, tribal governments, counties, cities, towns, census tracts, and blocks. In other words, the accuracy and the success of the census—both the short-form-only decennial census and the American Community Survey (ACS)—ultimately depend upon the accuracy and completeness of the MAF and TIGER systems.

The success of the 2010 Decennial Census Program also depends upon the American Community Survey (ACS), the largest household survey in the United States, with an overall sample of approximately three million households per year or about 250,000 households per month. The ACS replaces the traditional decennial census long-form data collection and will provide annual detailed socio-economic information for every state, tribal government, county, city, and neighborhood throughout the United States. In 2005, we began full implementation for the survey, and in 2006 we incorporated group quarters, such as nursing homes, college dormitories, and jails, into the survey—fulfilling our commitment to replace the long-form in 2010. To date, we have released data for areas with populations of 65,000 or more. This year, we will release the first detailed information for areas with populations of 20,000 or more.

An important milestone has been reached in that all 12 Regional Census Centers and the Puerto Rico Area Office are now open for business. We have hired the first 48 partnership staff and will hire an additional 72 in May. We have provided over 11,000 participating governments with materials for the Local Update of Census Addresses (LUCA) program. LUCA plays a critical role in our efforts to achieve an accurate count and is one of our most important partnerships. By working with the local governments we learn of new housing construction, as well as demolitions and conversions, information fundamentally important to counting everyone.

Our plans for FY 2009 demonstrate our commitment to fulfilling our constitutional mandate. In FY 2009 major field operations will be well underway. For example, in FY 2009, we will conduct the Address Canvassing operation for nearly 134 million housing units across the Nation. In addition, we will begin to validate the list of about 86 thousand group quarters. In FY 2009, we expect to deploy 680 people for the partnership program – most of whom will be specialists working in the field. With similar staffing levels for Census 2000, we established approximately 140,000 formal partnerships, and our goals for the program are no less ambitious this time around.

As you know, the census is not merely a federal effort. We rely on the participation and cooperation of literally thousands of communities throughout the United States. Reaching the residents of these communities, especially the hard-to-count, is the ultimate goal of the census and the fulfillment of the constitutional obligation. Our partners—advisory committees, national organizations, the faith-based community, elected officials, community and neighborhood leaders, and even the go-to person at the corner shop—are integral to this effort. The Census Bureau is planning an integrated communication, promotional, and marketing effort, incorporating partnerships and advertising, to reach every community.

The contract for the integrated communications plan was awarded to Draftfcb on September 19, 2007. The Draftfcb 2010 Census team is made up of companies representing a range of minority and specialty audiences. The 2010 Census campaign is designed to increase mail response, improve accuracy/reduce the differential undercount, and improve cooperation with enumerators. The communication strategy will be integrated with the Census Bureau's decennial census operations, partnership outreach and internal media and public relations activities to ensure that consistent messages are delivered seamlessly at every stage of the process.

Draftfcb is scheduled to present us with a draft of the overall communications plan this week. We intend to share the draft plan with our Race and Ethnic Advisory Committees on May 1 and the 2010 Advisory Committee on May 15.

This is just a brief overview of several important aspects of the 2010 Census that are moving forward on schedule. Thank you for the opportunity to talk about the 2010 Census. I will be happy to answer any questions you might have.