

U.S. Census Bureau
Spending Plan for the American Recovery and Reinvestment Act

The \$1 billion provided in the American Recovery and Reinvestment Act (ARRA) will help the Census Bureau conduct a successful census in 2010. We believe the 2010 Census is on track, and we are comfortable that all operations will be implemented on schedule in 2010.

There were, however, areas where the Bureau determined that additional resources would be useful to ensuring an accurate count. The Census Bureau's spending plan will distribute these funds in the following manner:

1. **Coverage Follow-Up.** \$30 million of the ARRA funding will be used to expand the Coverage Follow-Up (CFU) operation. In this operation, telephone interviewers re-contact households where, based on specific criteria, we believe a person(s) may have been erroneously omitted or included in error on the census report form. When the households are contacted, interviewers verify the information on the census form, make corrections as warranted, and obtain any missing demographic information. The increase allows for further follow-up when there is evidence of potential coverage error. To accomplish the work, we intend to expand a contract to hire an additional 1,250 temporary telephone interviewers who will work from commercial call centers.
2. **Partnership Program.** \$120 million will be used to enhance the 2010 Census partnership program. The purpose of the partnership program is to reach those hardest to count and encourage them to participate in the 2010 Census. With these funds, we intend to hire more than 2,000 additional partnership staff. This will increase partnerships in hard-to-count communities and thus expand our efforts to reduce historical undercounts of minority and other populations. Regional partnership staff will be hired by July 2009 and conclude their work during the summer of 2010.
3. **Advertising Contract.** \$100 million will be added to the advertising contract, which is used primarily to raise awareness and to educate residents about the 2010 Census and the importance of their response. A major focus of increased advertising and other promotions will be in minority communities and other areas that have historically lower-than-average initial response rates. Therefore, most of this funding will be used to support additional paid media, including \$43 million directed at local ad buys focused on hard-to-count populations. The balance of the funding will be directed to partnership support, public relations, and the "Census in Schools" program. With this additional funding, the Census Bureau will exceed the scope of the Census 2000 campaign. Moreover, because funds will be available in 2009 that can be used for advance purchases of advertising time, these funds are expected to provide significantly greater exposure to the Census Bureau's message than in the 2000 census.

In taking these additional steps, we are building on decades of work by experts both inside and outside the Bureau. There is a long tradition of using special strategies to approach hard-to-reach groups. We look forward to working with our 2010 partners to reach out in an adaptive, responsive way. We understand this to be all the more important in the context of the economic crisis affecting so many families across the Nation.

The remaining \$750 million will be used to support early 2010 operations. We believe that allocating the Recovery Act funding in this manner—especially to early operations—reduces operational and programmatic risks at this critical stage in the life cycle.

The Census Bureau expects a new Director in the near future, and among his/her first activities will be to review the existing plans for the 2010 Census. To the extent that the new Director's review results in revisions to plans for Recovery Act funding, we will provide an update. However, the current plan distributes the funds in the following manner:

4. **Group Quarters (GQ) Operations.** \$138 million will be used to support GQ operations, including the enumeration of college dormitories, prisons, nursing homes, etc. The funding will be allocated as follows:

- a. *Group Quarters Validation (\$41 million):* The purpose of the Group Quarters Validation (GQV) operation is to determine whether the addresses flagged in the Address Canvassing operation as “other living quarters” are group quarters. This operation: 1) supports the Census Bureau's efforts to compile the most accurate Census Bureau address file using improved methodologies for data collection and coverage; 2) verifies the address has the correct census geography; 3) validates the address as either a Group Quarters (GQ), housing unit, transient location, non-residential address, vacant unit, or address requiring deletion; and 4) if validated as a GQ, determines the type of GQ and collects information about the GQ. For example, college residence halls are listed as Other Living Quarters (OLQ) in Address Canvassing. In GQV, they are classified as GQs (College Residence Hall).

The GQV operation provides updated addresses and spatial information for use in the Group Quarters Advance Visit, Group Quarters Enumeration, Service-Based Enumeration, Military Group Quarters Enumeration, Enumeration at Transient Locations, and subsequent enumeration universes.

- b. *Group Quarters Advance Visit (\$17 million):* The Group Quarters Advance Visit (GQAV) Operation informs the Group Quarters (GQ) contact person of the upcoming GQ enumeration, addresses privacy

and confidentiality concerns, and identifies any security issues. The Advance Visit operation is dependent upon the Group Quarters Validation Operation. Crew Leaders visit all GQs and meet with the designated contact person to verify the GQ name, address, contact name and phone number; obtain an expected Census Day population count so that the correct amount of enumeration materials can be prepared; and arrange a date for the enumeration at the facility. The operation also researches potential GQ adds.

- c. *Group Quarters Enumeration (\$80 million)*: During the Group Quarters Enumeration (GQE) Operation, census enumerators visit group quarters (including military GQs), develop control lists of all residents, assign address status codes, and distribute questionnaires for completion. Within a few days, enumerators return to GQs to collect completed questionnaires, obtain information for any missing items, and obtain census information for any missing questionnaires based on the control list prepared at the initial visit. For small GQs, enumerators may interview respondents.
5. **Update/Leave** (\$116 million): In geographic areas where the type of address does not indicate the location of the housing unit or the delivery point for receiving mail does not ensure that the mail gets to the correct unit (e.g., mailbox banks are broken or mail is left at a central location), the census uses an enumeration methodology referred to as an Update/Leave (U/L) Field operation to further update the census address list and maps, along with delivering census questionnaires. During the operation, enumerators canvass the blocks in their assignment areas; update the address list and census maps; determine if the housing unit is a duplicate or does not exist and needs to be deleted; and deliver addressed census questionnaires to each unit. They also add units to Census maps and then prepare and drop off questionnaires to any added housing units that they find in their assignment areas. We ask residents to complete the questionnaire and mail it back to us. All housing units in U/L areas for which we do not receive a completed questionnaire by mail must then be visited during Non-Response Follow-Up (NRFU), just as in Mailout/Mailback areas.
6. **Update/Enumerate** (\$108 million): Update/Enumerate (U/E) is a method of data collection conducted in communities where many housing units may not have house-number-and-street-name mailing addresses, and where it would not be cost-effective to conduct Update/Leave because we would not expect high mail response rates. Thus, instead of waiting until NRFU to visit almost all of the addresses again anyway, the U/E enumerators canvass assignment areas to update residential addresses, including adding living quarters that were not included on the address listing pages; update Census Bureau maps; and complete a questionnaire for each housing unit during the same visit. We plan to use this method of data collection for American Indian reservations,

colonias (usually rural Spanish-speaking communities), and resort areas with high concentrations of seasonally vacant living quarters. Interviews are conducted using a paper questionnaire. Each housing unit is classified as Occupied, Vacant, or Delete. Completed questionnaires are shipped to the data capture centers. Address Registers and maps are shipped to the National Processing Center (NPC) for data capture and digitizing.

7. **Local Census Office (LCO) Staffing Operation** (\$388 million): LCOs serve as the home base for census operations in the local communities. The LCO Staffing Operation recruits, hires, and releases office and field staff; performs supervisory and non-supervisory functions for office activities and field operations; distributes training and procedural manuals for office staff; and trains employees and office staff for the field operations performed at the LCO. The LCO Staffing Operation supports the major 2010 Census field operations. The LCO manages and troubleshoots field and office automation systems and problems and incorporates Quality Assurance into all its activities.