



November 28, 2018

The Honorable Richard Shelby
Chairman
Senate Appropriations Committee
Washington DC 20510

The Honorable Patrick Leahy
Ranking Member
Senate Appropriations Committee
Washington DC 20510

The Honorable Rodney Frelinghuysen
Chairman
House Appropriations Committee
Washington, DC 20515

The Honorable Nita Lowey
Ranking Member
House Appropriations Committee
Washington, DC 20515

Cc: Senator Jerry Moran, Senator Jeanne Shaheen, Congressman John Culberson and
Congressman José Serrano

Dear Chairman Shelby, Ranking Member Leahy, Chairman Frelinghuysen and Ranking Member
Lowey:

Given Congress has convened a lame duck session to resolve, among other pressing matters,
unfinished Fiscal Year (FY) 2019 appropriations bills, we are writing to urge that the **Census
Bureau receive \$4.456 billion in FY 2019**.

As you know, the Commerce, Science, Justice (CJS) appropriations bill, which funds the Census
Bureau, is one of the outstanding seven appropriations bills. The House and Senate
Appropriations Committees have approved their versions of the FY 2019 CJS bill, providing the
Census Bureau with \$4.799 billion and \$3.821 billion, respectively. The House bill, unlike the
Senate bill, directs \$1.6 billion of its total to be carried over and spent on 2020 Census activities
in the first quarter of FY 2020.

Throughout the FY 2019 CJS deliberations, census stakeholders have recommended Congress
provide the Bureau with at least at \$1 billion more than the Administration requested. The
Bureau needs this funding to not only sustain current 2020 Census operations and other key
census programs and surveys, but also to expand underfunded decennial census activities.

Census stakeholders suggest additional FY 2019 funding to:

Expand targeted communications activities (+\$100 million) — Additional targeted
advertising and promotion — the heart of the 2020 communications campaign — is necessary to
help boost response in the wake of the funding shortfalls and anxiety about the addition of an
untested citizenship question. Furthermore, the bureau should restore plans to launch early
communications activities targeting hard-to-count populations in FY 2019 and should provide
materials for an effective Statistics in Schools program. The Census Bureau has delayed the start

of the communications campaign from January 2019 to November 2019. This delay is short sighted and will leave the Bureau's state and local government and nonprofit partners without a national framework for their own plans to educate their constituencies about the importance and safety of census participation. State and local efforts are important, but the census is a federal responsibility, and the Census Bureau must take the lead in communications efforts.

Increase partnership staff from 1,500 to 2,000, and on-board them as soon as possible (+\$62.5 million) — Partnership specialists and assistants educate and mobilize states, localities, and community-based organizations in support of the census. These "trusted messenger" partners are especially critical in engaging hard-to-reach population groups, including persons with disabilities, low income rural and urban households, young children, people of color, LGBTQ individuals, and Native Americans. We have encountered numerous state and local officials and nonprofit/civic leaders who are organizing now to support the 2020 Census, and they do not have access to sufficient Partnership Program staff to assist them. The Census Bureau recently increased its peak Partnership Specialist hiring goal from 1,000 to 1,500, but it did not request additional funding and is not recruiting, hiring, and onboarding these staff soon enough to be sufficiently helpful to the network of partners the bureau will need to ensure a successful census. For the 2010 Census, the bureau hired 3,000 partnership staff. Our recommendation moves the 2020 Census program closer to the 2010 level of effort, as appropriators directed in both FY 2018 and FY 2019 report language and supports more timely hiring of a mix of partnership staff to ensure a robust, early partner engagement effort.

Expand the bureau's "field footprint" by adding Questionnaire Assistance Centers (QACs) during peak operations (\$32.9 million) — The 2020 Census plan calls for half the number of Regional Census Centers and Area (local) Census Offices compared to the 2010 Census and no QACs, which helped people complete their forms voluntarily in 2010. The significantly reduced field presence is simply insufficient given the Commerce Department's lower projected self-response rate (as low as 55%) and new threats to full participation after that projection was developed. Stakeholders previously recommended increasing the number of local offices from 248 to 300 (at a cost of +\$312 million), but it is likely too late for the Census Bureau to implement such an increase now. Instead, we recommend funding cost-effective QACs, where people can receive in-person help with completing their online or paper forms from trusted community representatives sworn to confidentiality by law and trained by the Census Bureau. There were approximately 30,000 QACS open part-time and staffed by one or more trained Census Bureau employees during peak 2010 operations at a cost of \$27.3 million (\$32.9 million in 2020 dollars). For 2020, QACs could open during peak operations in places like libraries, community and senior centers, places of worship, and state and local government agencies.

Finally, to ensure robust and uninterrupted ramp-up, preparations, and early peak operations, we urge Congress (1) to **advance fund** all or part of the FY 2020 appropriation for the 2020 Census in the FY 2019 bill, which would not count against the FY 2019 budget cap; and (2) to **approve requests for additional spending** in FY 2019 on vital activities based on identification of real-time risks and emerging threats to a successful census.

In sum, as you work to resolve details regarding the final FY 2019 CJS bill, we ask you to:

1. Provide the Census Bureau with at least \$4.456 billion in FY 2019, ensuring that of this amount, \$3.648 billion is spent on 2020 Census activities.
2. Provide enough funding in FY 2019 for the Census Bureau to carry out the expanded partnership, communications, and field operations efforts discussed in the Senate Appropriations Committee report accompanying the Commerce, Justice, and Science bill (S. Rept. 115-275) and supported by census stakeholders.
3. Ensure that the Census Bureau has sufficient funding at the start of FY 2020 — including certainty of its full-year funding level through an advance appropriation, if possible — to begin implementing a full 2020 Census program, *without shortchanging the bureau in FY 2019*, the critical final year of preparations.

Thank you for considering our requests and for your hard work negotiating a final FY 2019 CJS spending bill.

Sincerely,

ABG Consulting LLC		
AcademyHealth		
Advancement Project California		CA
African American Health Alliance		
Alabama Arise		AL
Alaska Community Action on Toxics		AK
American Academy of Pediatrics		
American Association for Public Opinion Research		
American Educational Research Association		
American Federation of State, County, and Municipal Employees (AFSCME)		
American Library Association		
American Mathematical Society		
American Sociological Association		
American Statistical Association		
Americans for Indian Opportunity		
APA Florida		FL
Asian American Legal Defense and Education Fund		
Asian American Resource Workshop	Boston	MA
Asian Americans Advancing Justice - AAJC		
Asian and Pacific Islander American Vote		
Asian Pacific American Labor Alliance, AFL-CIO (APALA)		
Associated General Contractors of America		
Association of Chinese Americans, Inc.		MI
Association of Population Centers		

Association of Public Data Users (APDU)		
Association of State and Territorial Health Officials		
California Association of Nonprofits		CA
California Native Vote Project		CA
Canary Consulting		IL
Capital District Regional Planning Commission		NY
Center for Data Innovation		
Center for Law and Social Policy		
Center for Native American Youth at the Aspen Institute		
Center for Public Policy Priorities		TX
Child Care Aware of America		
Children's Advocacy Alliance		NV
Children's Defense Fund		
Children's Defense Fund - Minnesota		MN
Children's Defense Fund - New York		NY
Children's Defense Fund - Ohio		OH
Children's Leadership Council		
Children's Mental Health Network		
Cities of Service		
Claritas		
Coalition for Humane Immigrant Rights (CHIRLA)		CA
Coalition on Human Needs		
Colorado Children's Campaign		CO
Common Cause		
Community Action Human Resources Agency		
Community Home Trust	Chapel Hill	NC
Connecticut Association for Human Services		CT
Consortium of Social Science Associations		
Cornell University Program on Applied Demographics		NY
Council for Community and Economic Research (C2ER)		
Council of Michigan Foundations		MI
Council of Professional Associations on Federal Statistics		
Cowlitz-Wahkiakum Council of Governments	Kelso	WA
Crescent City Media Group		LA
Decision Demographics		
Economic Policy Institute		
Education Equals Making Community Connections		TX
Empowering Pacific Islander Communities (EPIC)		
Equality California		CA
Every Child Matters		

FairVote Action		
Faith in Public Life		
Family Equality Council		
Family Focused Treatment Association		
First Nations Development Institute		
Forefront		IL
Hilmer, Douglas		
Housing Action Illinois		IL
Idaho Voices for Children		ID
Indiana Philanthropy Alliance		IN
Indivisible Hawaii		HI
Insights Association		
Interfaith Association of Northwest Washington		WA
Japanese American Citizens League		
Jewish Council for Public Affairs		
Kentucky Youth Advocates		KY
KIDS COUNT in Delaware		DE
Kids Forward		WI
Laotian American National Alliance		
Long Island Housing Services, Inc.	Bohemia	NY
MACS 2020 - Minnesotans for the American Community Survey and 2020 Census		MN
Maine Children's Alliance		ME
Massachusetts Association of Regional Planning Agencies (MARPA)		MA
Massachusetts Census Equity Fund		MA
Massachusetts Voter Table		MA
MassVOTE		MA
MAZON: A Jewish Response to Hunger		
Mercy Housing Northwest		WA
Metro St. Louis Coalition for Inclusion and Equity, M-SLICE	St. Louis	MO
Metropolitan Area Planning Council	Boston	MA
Mi Familia Vota		
Michigan Chapter, American Planning Association		MI
Michigan League for Public Policy		MI
Michigan Nonprofit Association		MI
Michigan's Children		MI
Midwest Political Science Association		IN
Minnesota Council on Foundations		MN
Minnesota Indian Women's Resource Center	Minneapolis	MN
Minnesota State Demographic Center		MN

Montgomery County (MD) Department of Health and Human Services	Montgomery County	MD
Montgomery County Community Action Board	Rockville	MD
NAACP		
NAACP Legal Defense and Educational Fund, Inc.		
National Apartment Association		
National Asian Pacific American Women's Forum (NAPAWF)		
National Association for Bilingual Education (NABE)		
National Association for Business Economics		
National Association of Development Organizations		
National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund		
National Association of Regional Councils		
National Association of Towns and Townships		
National Black Child Development Institute		
National Coalition on Black Civic Participation		
National Community Development Association		
National Congress of American Indians		
National Housing & Rehabilitation Association (NH&RA)		
National League of Cities		
National Low Income Housing Coalition		
National Multifamily Housing Council		
National Urban Indian Family Coalition		
National WIC Association		
Nazareth Housing Service	Pittsburgh	PA
NC Child		NC
Neighbor to Neighbor Massachusetts		MA
NEO Philanthropy		
NETWORK Lobby for Catholic Social Justice		
New Mexico Voices for Children		NM
Nielsen		
Nollie Jenkins Family Center, Inc.	Durant	MS
Nonprofit VOTE		
Northwest Harvest		WA
NYS Council on Children and Families		NY
OCA - Asian Pacific American Advocates		
Opportunity Finance Network		
Partnership for America's Children		
Partnership for the Advancement of New Americans – PANA	San Diego	CA
PathWays PA	Folsom	PA
Pennsylvania Partnerships for Children		PA

PeopleForBikes		
PFLAG National		
PICO California		CA
PICO National Network		
Pioneer Valley Planning Commission (PVPC)	Springfield	MA
PolicyMap		
Population Association of America		
Prison Policy Initiative		
Public Justice Center		MD
Racial and Ethnic Health Disparities Coalition		
Research Advisory Services, Inc.	Phoenix	AZ
Research Allies for Lifelong Learning		
Rhode Island KIDS COUNT		RI
Ribbon Demographics, LLC		
Right to the City Boston	Boston	MA
RLS Demographics, Inc.		
Schuyler Center for Analysis and Advocacy		NY
Seattle Indian Health Board		
SER Jobs for Progress National, Inc.		
Service Employees International Union (SEIU)		
Silicon Valley Community Foundation		
Southeast Asia Resource Action Center (SEARAC)		
Southeast Michigan Census Council	Southfield	MI
State Voices		
Sunlight Foundation		
Tangible Consulting Services	Minneapolis	MN
The Children's Partnership		
The Farmworker Association of Florida, Inc		FL
The Jewish Federations of North America		
The Leadership Conference on Civil and Human Rights		
The Minnesota Foundation		MN
The United States Conference of Mayors		
United Indians of All Tribes Foundation	Seattle	WA
UNITED SIKHS		
Univision Communications Inc.		
Urban and Regional Information Systems Association (URISA)		
Vermont Affordable Housing Coalition		VT
Voice of the Experienced		LA
VOICES for Alabama's Children		AL
Voices for Virginia's Children		

WKF Fund
Women Donors Network
ZERO TO THREE