



**TRANSCRIPTION OF  
THIRD ANNUAL 2010 CENSUS OPERATIONAL  
PRESS BRIEFING**

**March 1, 2010**

**Boyle Heights Technology Youth Center**

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**Los Angeles, California 90033**

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Reported by:

Brandy R. Stull

CSR #13381

MR. COOK: Good morning. I'd like to welcome everybody here for our third 2010 Census Operational Press Briefing. Just to let you know, we are going to have remarks from City Counselman Jose Huizar, and then Dr. Groves will give his remarks. Following it, we will have Q and A. Just to let everyone know, that if you have questions pertaining to anything above and beyond 2010 census operations, please see me after the operational press briefing. And for people who are calling in, you can dial (301) 763-3691 and talk to the decennial media relations team. Without further ado, Mr. Jose Huizar.

MR. HUIZAR: Good morning, everyone. It's quite exciting this morning for the east side of Los Angeles and for Boyle Heights to have the presence of the director of -- the United States Census Bureau director, Dr. Robert Groves. As many of you know, this center here is a community center that provides many opportunities for our young people and for the local community, and it really has transformed this neighborhood.

I want to first thank Ozzie Lopez, the director of the center, for allowing us to be here, and I want to welcome Dr. Robert Groves to the center. We welcome you to Los Angeles and thank you for coming to Boyle Heights and to the east side of Los Angeles. Your presence here today speaks to the importance of the challenges we face in getting a complete census count here on the east side, which I understand was one of the most undercounted areas in the nation in the last census.

I know later today Dr. Groves is going to be at Garza Primary Center here in Boyle Heights, focusing attention on what is a hard-to-count area and looking to make sure that children are counted. Unfortunately, I cannot be there. I will be in city council, grappling along with my colleagues over a budget deficit that may reach \$600 million next fiscal year. Now, I tell you this because, given our current economic struggles, Los Angeles can ill-afford to lose another \$206 million in vital federal dollars as it did in the census in the year 2000 -- the 2000 census. Simply put, the City of Los Angeles cannot afford to lose hundreds of millions of dollars again and the vital services those dollars provide.

While children from low-income families, people of color, immigrants, and the homeless population top the ranks of those who are most undercounted, they represent the very population that would benefit the most from the additional educational, health, emergency, youth and senior services that would otherwise be available if the counts were closer to their actual numbers.

I want you to know, Dr. Groves, that here in Boyle Heights I'm working with your staff, the mayor's office, and have started a complete count committee. We're recording with businesses, schools, and 15 non-profits to make sure all of Boyle Heights residents are counted in 2010. The committee will do all possible to let people know that filling out the census form is not only risk-free and that the information provided is confidential under the strictest of measures, but the committee will also remind people that filling out the forms is the easiest way to help bring millions of dollars in educational/medical services and others to their children, to the families, and local community.

Again, I thank you, Dr. Groves, for being here. It's a big country, and you could have gone anywhere, and we thank you for being here to help us get the full census count of Los Angeles in the year 2010. Welcome,

Dr. Groves.

DR. GROVES: It's great to be here at Boyle Heights Technology Center. I can tell you this is a lovely facility, and they're doing wonderful work for kids in training them in the technologies we'll need for the future.

Most of my operational press briefings have been in Washington D.C. It's great that be on the West Coast. It's a special day for us, as you'll see as I make my remarks. We're launching operations right now, and I'm happy to do it on the West Coast.

We all should know that we -- the census has begun. It began in a little native Alaska village in - - on January 25th where, as it turned out, I enumerated the very first person in the country. We start in Alaska early because, when the spring thaw comes, people leave the villages for hunting and fishing activities, and we -- we miss them unless we start early. That was the village of Noorvik. I thank them, the residents, for taking time. We have now enumerated the 700 people or so in the village of Noorvik. They answered ten questions that will be asked of all of us in the United States over the next few weeks.

The questions are simple ones: The number of people that live in your household, whether there might be someone who will move into your household by April 1st, whether the residence is owned or rented, your telephone number -- merely to follow up in case we can't understand some of your answers. Then we'll throw your phone number away -- name, sex, age, date of birth, whether you are Hispanic or Latino origin, your race, and whether a person in the household sometimes lives somewhere else. Those are the questions. We're not asking income. We're not asking social security number. This is indeed the shortest census form in our lifetimes. I can say that with great assurance.

Now, we're all excited at the Census Bureau today because we're beginning a big operation. For over 12 million households in the country, census takers will be visiting, starting this morning. These 12 million households, representing about 9 percent of the population, are disproportionately rural households where the addresses are not city-style addresses; where the mail may not be delivered to that particular housing unit. A few weeks ago, a letter was sent to these households, announcing that a census taker would drop off a questionnaire, and indeed, that's what's going to happen over the next few weeks.

I want to show you what this will all look like. A census taker will be carrying a bag that looks like this. It has a big census logo on it. You can't miss it. So if someone knocks on your door in these 12 million households, these rural households over the next few weeks or in other households over the following weeks, look for this bag. That's one signal that this is a Census Bureau employee. And then they'll have a badge that has a -- a Commerce Department Census Bureau seal on it. It will have a name and an expiration date. They'll be wearing this around their neck generally. So there are two signals: The bag and the -- and the badge.

Now, in this operation which we call update leave -- this is Census Bureau jargon -- means we're updating our list of addresses, and then we're leaving a questionnaire. What will happen is that the census taker will knock on the door. If someone's there, they will hand this plastic bag to them. If they're not there, they'll hang it on the doorknob of the front door. Inside the bag is a census package that is an envelope that looks like this. It has "Census 2010" right on the front of it in real bold letters. It notes that "Your response is required by law." We've learned that putting that message on the envelope really reminded people how serious the census is and how important it is to respond. And then, inside the envelope, there's a little letter from the director that asks for their participation, and there is this very short ten-question questionnaire that you may have seen. Takes ten minutes to fill out. And then there's a return envelope, postage free. You don't have to put a stamp on this. And all we ask you to do is to take a few minutes and fill that out and mail it back by April 1.

So, 12 million households in mostly rural areas are getting this. In your press kits you'll see a map of the United States that designates what areas are getting this operation; where we're dropping off the questionnaire using our staff. You'll see that there are vast geographical areas that are covered this way, but there aren't many living there. There are only about 12 million people.

So this is a big day for us. The next big days coming up will affect the rest of the population. In the first week of March, most -- about 90 percent of the households will get a letter in the mail from me. I've signed 200 million letters. My hand is very sore. And then about a week later, between March 15th and March 17th, you'll get your questionnaire package -- exactly the same thing I just showed you with the questionnaire, letter, and a prepaid return envelope.

Those in -- in about 12 million of the households, those questionnaires will be bilingual; Spanish on one side, English on the other. We've targeted heavy Latino areas for that treatment in order to make it easier for Spanish-speaking and Spanish-reading residents to fill those out.

Again, the job is simple. All you have to do is to fill out the form and mail it back. And then I should mention one other group:

In a set of areas where mail is not delivered and we have a tough time keeping the address list up, we will actually visit houses -- this is about 1 percent of the houses -- visit houses and do the interview in person, take the ten questions in a face-to-face interview. With those who receive the mailing, we -- we will send you an advance letter. Then we'll send a questionnaire packet, and then we're going to send you a little reminder card to help you remember maybe to pick it off your desk and -- and fill it out in case you've forgotten to do so. In some areas we'll also send a replacement questionnaire. That will take place in the 15 first week or two of April.

We do these multiple contacts. I know a lot of people are worried about federal spending right now. So why do we do these advance letter, reminder card, replacement questionnaires? There's a very simple reason. We've learned in our tests in the past decade that giving these little reminders to folks encourages them to return the questionnaire. If -- if you return the questionnaire, it costs the federal government about \$0.42. If you don't return the questionnaire, we have to go out and visit your house because we need to count everyone. When we go out and

visit your house, we spend about \$57. \$0.42 versus \$57. You can see why we -- we try to encourage people to fill it out in -- in -- through the mail.

Census day is April 1. We attempt to measure the population. It's a snapshot of the population for April 1, and we encourage you to report your household composition -- everyone who is living there -- at the April 1 time frame. It's a reference date. It's not a deadline to return the questionnaire. So if you get a questionnaire and you know your household will have -- you know what the membership of your household will be on April 1, fill it out right away. Then you don't have to worry about failing to turn it in. We will -- we hope you turn it in by April 1.

Now, I said today's a big day because of those 12 million households being visited. Let me tell you the other steps that we're going to do. We will do, between March 19th and April 12th, an enumeration of what we call transitory location. What do those mean? What do I mean by that? Those are RV parks, campgrounds, hotels, motels, marinas, circuses throughout the country. We will count them at those locations. We will count people at those locations if they do not have a usual household somewhere else. So our questionnaire will ask that.

Between March 22nd and May 29th, we will begin this process of going out and doing interviews face to face in -- in the so-called "update enumerate areas." These are American Indian reservations and South Texas colonias and so on.

Between March 29th and March 31st, we will do an operation called service-based enumeration. This is where our census takers will visit locations set up for people who are experiencing homelessness. These are shelters, soup kitchens, regular stops of mobile food vans, and targeted non-sheltered outdoor locations. We will have a staff of about 92,000 people doing that.

Between April 1 and May 14th, we will do enumeration of group quarters. These are places that are like dormitories, assisted-living facilities, prisons throughout the country. We'll have a staff of about 18,000 people. This will be going to about 235,000 locations.

And then, starting May 1, for those, I hope, few households that don't return the questionnaire by mail, we will do an operation called nonresponse follow up, and this will be visiting maybe as many as 48 million households. We'll have as many as 680-, 700,000 census takers throughout the country knocking on doors. I would love to make that operation smaller because everyone returns their mail questionnaire and we don't have to do that at all.

Now, at this time, since we're getting very close, I need to give some other operational updates, and that is how can you get help when you get your census form? How do you get help if you can't understand it? If you don't know what to do? We will have questionnaire -- telephone questionnaire assistance numbers. They'll be published when the questionnaires come out. You can call these toll-free numbers. You'll be able to talk to people that can speak your language. Our operators can speak many, many different languages, and this will help you fill out your form.

We -- we will also have, believe it or not, throughout the country over 30,000 centers located in neighborhoods -- these are kindly donated by churches, community centers, schools around the

country – where there will be Census Bureau staff to help you fill out the questionnaires. We call these questionnaire assistance centers. We'll publish where those are. They'll be on our Web site. And then finally, we – we will have centers for people who, for some reason or another if we've made a mistake and we haven't gotten a questionnaire to you, you haven't been counted, we'll have other centers where, in addition to the questionnaire assistance centers for getting forms, they'll be called "be counted form centers" where you'll be able to pick up a questionnaire. All of this is published online at our Web Site 2010Census.Gov.

Now, some of you -- let me turn how now to the media campaign, the communications outreach. This is the moment that all of our media attention and communication campaign and partnership operations has been focused on. As you may know, we have purchased advertising in a lot of different media. We have advertised on the Super Bowl. We've advertised on the Olympics. We will advertise on -- on the March Madness basketball tournament. Why are we doing this? We are spending advertising money in order to try to reduce the money we'd spend on the nonresponse follow up. For every one percentage point of households that return the forms, we save \$85 million of tax payer money. This is real money that we could return to the treasury if everyone turns in their -- their questionnaires.

So we have been blessed with over 200,000 organizations around the country, some as small as small residence associations, neighborhood residence associations, some as big as multinational corporations like Best Buy and Target. The Chamber of Commerce has helped us, and they have agreed in a voluntary way to get the word out. It is the moment for the partners to energize themselves even more to get the word out that, when we get our forms, we need to turn them in. I thank all of the political, religious, and social leaders, including President Obama, who have given public service announcements via video that are being broadcast throughout the country. We need the help of everyone, the media included, to get the word out that this is something that we all need to do. It's a good thing for the country.

Just a note on federal spending: These questionnaire assistance centers and be counted form sites and sites where we're testing has been donated space for our activities, and I want to thank all those organizations around the country who have done it. We've tallied up what the federal government would have to pay for that donated space over the time, and it tallies, in our figures, over \$300 million of donated space from local entities that have joined with us to make sure this is a successful census. So I thank them deeply. You've saved us all money by donating that space, and it's been a wonderful thing. A couple of other things.

One of the neatest things we're going to do over the news few weeks -- and the media should love this -- is over the last weeks of March, we will be publishing the return rate of questionnaires down to really small neighborhood areas. You'll be able to go to our Web site, type in a Zip Code, and up in front of you will be the return rates for areas in that Zip Code.

We can all follow how we're doing. We can note neighborhoods that are way ahead of where they were in 2000, and we can cheer their success. We can look at neighborhoods that are falling behind, and we can say, "Hey, let's get the word out to that neighborhood to get those questionnaires in." It's completely transparent, completely public. It's something we can all

watch to make this a very successful census. So I -- I hope you take a look at that.

We have a variety of software widgets that can be downloaded, so if you're one of our partner organizations, one of these 200,000 partner organizations, you can download the widgets, and you can display your area on your Web site. You can -- we can make this a viral sort of thing. We're doing a lot of online and social media. You'll see us on Twitter and YouTube and Facebook. I invite everybody to go to this Web site 2010Census.Gov that's in both -- in English and completely replicated in Spanish. I have a blog. There's another blog. We're trying to get the story out, and we need -- we need the help of everybody to make sure that everyone understands that this is a very important thing that we do together.

This is the 23rd census of this country. We've done it every year -- every ten years since 1790. We reapportion the House. We redistribute tax payer money to neighborhoods, cities, and states based on this. It repaints the portrait of America. Secondly, this is a very easy thing to do. We've made it as simple as we possibly can. It's only ten minutes to fill this out to get the rewards for the ten years. And then, finally, this is a very safe thing for all of us to do. For those populations new to the country that don't know how the United States does a census, we do it in a way that, when you give information to the Census Bureau, it goes nowhere else. It goes to no enforcement agency. It goes to no landlord. It goes to no tax-taking agency at the local, state, or national level. I take an oath. My fellow colleagues take an oath that keeps those data confidential. I go to prison for five years and have a \$250,000 fine if I violate that oath. It is a safe thing to participate in.

So the 2010 census is important, it's easy, and it's safe, and I hope everyone, when you get your form -- however you're getting it over the next few days -- will fill it out and mail it back. So I'm -- I -- I'm happy to see you all here. I'm happy to take questions. Michael will --

MR. COOK: Just a quick reminder for media that's in the room and those 15 affiliates that are on the call. If you have questions that are pertaining to things above and beyond census operations, for those of you here, please -- please contact me immediately after. And those on the call, if you would please call (301) 763-3691, the decennial media relations team will assist you. And we'll go ahead and start with any questions.

UNIDENTIFIED SPEAKER: Why you feel that -- you know, the estimate of 42 million people who are not going to send in this simple form -- what's the logic as to why they aren't doing this? What's the data showed in the past?

DR. GROVES: This is a great question. So the question really is why -- so why don't people turn in the form? If I can paraphrase the -- the question.

We've studied this over the decades, and there are multiple reasons. The vast majority of the people, I can tell you, kind of set it aside. You know, you get something in the mail, and you put it aside with your bills and -- and you forget to fill it out. Why do I say that? I say that because, when we go and call on them afterwards or knock on their door, they say, "Oh, gee. I meant to fill it out. I'm sorry. I'll fill -- you know, I'm happy to do it." That's the vast majority. Other people have impediments that have to do with language and culture. And let me take the

language thing first.

We know in -- in the Los Angeles School District, by the way, I believe the -- the kids speak over 120 languages, maybe over 130 languages. You get a form in a language you can't read very well, that's a -- that's a bigger burden than -- than otherwise. We've tried to address that this year. We have forms in six different languages. We have language-assistance guides that we call that are essentially translations of the questionnaire in 59 languages. So that's another reason that -- that people don't fill it out.

I think the third reason we've -- we're doing studies of this right now. Young people have never been -- say, people 18 to 29 who are forming their households for the first time, living on their own, left their parents' house -- they've never done a census before. They're used to having their parents take care of them on bunches of things, and so suddenly they're now getting a census form, and we want them to fill it out. You know, they're on their own now, and that's a big challenge for us. So there are a lot of different reasons so -- and they're diverse reasons. It's a great question.

MR. COOK: And just real quickly, when you ask your question, please make sure and note your media affiliation.

DR. GROVES: Yes?

EASTERN GROUP PUBLICATIONS: Hi, I'm with Eastern Group Publications. I wanted to find out how -- what additional resources you put into the East LA area where it's -- I guess it's the second-most uncouneted area and also how you feel that campaign is doing.

DR. GROVES: This is a question about East LA 13 specifically. Jamie Christy, our regional director, is here and is a much better person to answer specific LA questions. I can tell you with regard to the advertising effort that, in contrast to 2000 when we first note, the 2000 was the first time we did paid advertising. In prior decades, we did public service announcements that ran about 3 o'clock in the morning. No one saw them. The paid advertising in 2000 really worked. It reversed decade-long declines in response rates, so we did it again. This time, we've targeted the advertising differently. We're targeting more to local media markets than to national media markets. We did it the opposite way last time. We are -- we have special campaigns for separate ethnic subgroups using in-language media as much as possible.

I've talked to many ethnic media around the country. I wish we had more money to -- to spread everywhere. We -- we have a campaign -- we have a campaign that was targeted to the -- disproportionately to the difficult-to-enumerate areas in-language media as much as possible. We've executed that. We've held back some money, though, and this is an important thing to note. We've held back money nationally because, just like you, we're going to be watching these returns come out the last week of March. And when things aren't doing as well as we hoped, we're going to target media buys in those areas that aren't doing as well. So we're watching these data as they come in.

EASTERN GROUP PUBLICATIONS: Do you have a national strategy about -- do you have a national strategy about targeting areas that are undercounted?

DR. GROVES: Yes, absolutely. We -- we have -- in fact, you can -- there is something called a national planning database that, right down to the neighborhood level, we -- we have these things called census tracts, and we have targeted -- we've studied characteristics of those tracts. Our partner activities have been targeted at the tract level, so we've built relationships with individual organizations within the hard-to-enumerate tracts based on the data we have in order to get special attention to those tracts, and this is in complete concert integrated with the paid media campaign.

I must note that the partnership activities -- these 200,000 organizations that last decade numbered about 120,000 -- this is almost double the number. This is the heartbeat of the decennial census. These local organizations that know their neighborhoods that are trusted voices in local ethnic groups and local neighborhoods are what make the census work. National campaigns, a guy from Washington saying something, doesn't make the census successful. What makes the census successful is if you -- you hear from your neighborhood leaders that this is an important thing for our group to participate in, and this is going on throughout the country.

MR. COOK: We have El Paso Times on the line.

DR. GROVES: The El Paso Times has a question? El Paso Times, question?

EL PASO TIMES: Yes. Can you hear me?

DR. GROVES: I can hear you. I can hear you now.

EL PASO TIMES: Yes. So there are some readers who are confused about the question of race because most of our covered areas is Hispanic. 81 percent is Hispanic, and they think that Question 5 really answers the question, and they don't know what to put in the Question 6. They don't consider themselves white or black or American Indian. So what do you have to say about this person and how it could affect the count?

DR. GROVES: Yeah. So this is a question about filling out race for someone who looks at the racial categories, especially Latinos, and -- and doesn't know what to do. The race question is probably the question that I get the most queries about. It's a question that's a uniquely American question. This is a question that changes every decade, by the way, almost.

For people -- the first thing to note is that this is your self-report, what you consider yourself to be in these racial terms. If you look at all of the labels and you say, "Multiple ones of them apply to me," you can check multiple boxes. If you look at all the labels and you say, "Gee, I don't think of myself as any of these labels. I don't see myself here at all," then we have, at the very bottom of Question 9, a -- a place where you can write in what you want to call -- what you think of yourselves of as in racial terms. And that's what we would encourage your readers to do. So look at the question. If they think multiple boxes apply, you can check multiple boxes. If you see nothing there, then write -- write in at the very last box.

EL PASO TIMES: And I'm sorry. Has this question changed -- the Number 5, the question about ethnicity -- has it changed in the last decade or so?

DR. GROVES: Yeah. You're -- you're looking at different question numbers -- oh, I see what you're doing. Okay. I see what you're doing now.

Question Number 5 on -- on ethnicity has changed over time. Last -- the last decade's research has studied the effect of asking ethnicity and race in different orders, and interestingly enough, people answer differently depending on whether you ask race first or ethnicity first. This is a fascinating result. And so it turned out that it looked like the most accurate data we could get is by asking ethnicity first. The categories themselves have changed slightly. The prompts have changed slightly over the decades.

EL PASO TIMES: Thank you.

DR. GROVES: Thank you.

MR. COOK: Questions?

DR. GROVES: Question in the back.

LA GARMENT & CITIZEN: Hi, My name's Jerry Sullivan. I'm with the Los Angeles Garment & Citizen. There's been some dissatisfaction, especially among ethnic media, expressed about the advertising campaign and the media buy. I also have heard that your media reps in the local areas have not been asked for any advice or even been allowed to talk to the advertising agency about that, and it strikes me as a bit of a disconnect. It seems like your staffers who are closest to the ground in terms of media market and understanding local media haven't had any input into the media plan.

DR. GROVES: Yeah. So this is a question about the media buys. Let me -- let me describe the process that produced the -- the whole thing.

Before I -- I've been the director since July of 2009. A few years earlier, there was a large open competition for the national advertising contract, and the contract was focused on the entire media plan, not just the -- the mass market, but also all the ethnic markets. So a consortia of advertising agencies banded together to write different proposals. The winning proposal was selected. The team -- it was -- it's a coalition of about 12 or 13 different agencies. Many of them are minority-owned focused who have devoted their company's mission to ethnic media. And then there -- they are indeed implementing the plan under the oversight of the Census Bureau.

In order to get media, the media plan itself was focused on the hard-to-count groups and then media outlets that hit those groups. From our regional offices in -- over the past months, suggestions for key media outlets for trusted media outlets in the local areas were obtained. Those were added to the list, and then media buys were made with that information and others based on audited audience figures.

I understand these concerns throughout the country. I've talked to many media outlets that -- that -- that want these contracts and serve faithfully and well their -- their markets. I wish we had more money. We had to have thresholds of audience impact in purchasing the media, so there are some markets where we are not buying local media. We're relying on national media. I wish we could do local media there. There never seems to be enough money for each media outlet to get what they feel they deserve in terms of these concerns. I understand the concerns. I can say quite confidently that this was an objective process based on audience figures and the targeting that we wanted and the media markets that had the biggest bang for their buck in terms of population size, but I understand the problem.

LA GARMENT & CITIZEN: But just to repeat the question, was there a way for the local media reps to inform, or was there --

DR. GROVES: Our local regional offices gave a -- a -- sets of media outlet names to the national effort so that that local knowledge was part of the plan.

MR. COOK: We have a call from Pittsburgh Post on the line.

DR. GROVES: Pittsburgh Post?

PITTSBURGH POST: Gary Rotstein from the Pittsburgh Post-Gazette.

DR. GROVES: Hi, Gary.

PITTSBURGH POST: Hi, there. My question is about the undercount in 2000. I've seen different -- in 2000 I've seen different references to the size of the undercount. Although I know it was very low compared to the past, I was wondering what the Census Bureau is using as the 2000 undercount percentage and whether it's realistic to surpass that, or all you're trying to do is match that this year or -- or what the goal is.

DR. GROVES: Right. Right. There -- there are multiple estimates of undercount for 2000. We are using the second release that is sort of a 1.4 percent figure. The "Will we surpass that in 2010" -- this is truly a function of what I've just been talking about. This is truly a function of how we behave as residents of this country. We are trying get the word out to all of us to return these questionnaires. The best data we get is from the data that people fill out on the questionnaires. That's the best thing you can do. So we will stay tuned for that.

A big indicator -- you know, there are multiple indicators, Gary, of the goodness of a -- of a census. One is the differential undercount. A proxy indicator of that is what proportion of the households return their questionnaires. So -- so that's the thing we're focused on heavily right now.

So we'll see. We will -- we do indeed have a large sample survey after the census that is used to evaluate the quality, the coverage of the census. We will do that, and we will also have comparisons to vital registration system counts, so we'll have multiple ways of evaluating the

census.

MR. COOK: Any questions in the room? Okay. On the line we have WTLC Radio.

DR. GROVES: WTLC Radio?

WTLC RADIO: In Indianapolis. Good morning.

DR. GROVES: Good morning.

WTLC RADIO: Indianapolis is the 14th largest city in the country. It's also the largest city in the country that does not have any local census advertising. The mayor of Indianapolis and the congressman that serves Indianapolis, Andre Carson, wrote to you a letter two weeks ago expressing concerns that hard-to-reach areas may not be effectively reached with the national advertising scheme that the census advertising is doing. They also expressed concerns because the Indianapolis local census office that will serve most of the so-called hard-to-reach neighborhoods is way below par in terms of their goals of getting applicants for census jobs.

First, have you received that letter from the mayor and the congressmen? When will you respond? And how nervous are you that a very, very large city of nearly 900,000 has no -- you're -- you're depending so much on the national advertising to reach hard-to-reach areas in a city this large?

DR. GROVES: Yeah. Let me -- so that I -- I see you're asking two separate questions. One -- let -- let me do the media thing first because I can tell you care about that deeply.

The -- I did receive that letter. That letter is -- we're responding to that letter. The Indianapolis market is like other markets on certain attributes in that it -- it fell below certain thresholds we -- we needed to -- to assure the tax payers that we had the biggest bang for our buck in terms of advertising. Our concern -- it's important that -- that -- the concern that we have is to make sure that the audiences in all these areas throughout the country get the message. Not whether the media that provides the message is local or not, but whether the audience gets the message. And at some point, we have to do these cuts. It's horrible that we have to do this, and I understand your grievances. I -- I understand your point.

Now, on the second point, with regard to census jobs, we -- we are way ahead on our recruiting in general. That's been true in all of the 2010 operations, but there are pockets throughout. I don't know the -- this particular local census office recruitment point but --

WTLC RADIO: You're barely at 50 percent now --

DR. GROVES: Okay. Then it's --

WTLC RADIO: -- in terms of application, and you're at 40 percent in terms of --

DR. GROVES: That's wonderful. Then getting that word out to -- to your readers and viewers, I

know we are -- we are advertising as much as we can, so that's a useful message to get out there, and you can help us. I appreciate it.

MR. COOK: Any more questions? Please state your name.

KOREA DAILY: My name's Jim from the Korea Daily. Related to the count, there is big difference between census and the Korean government's data. Because 2000 census -- according to 2000 census, 1.3 million Korean-American live in the U.S., but the Korean government said there's 2.5 million, so there's a 1.2 million difference. So as far as I know, the census means 100 percent; right? So where's -- what's the difference between the two, and how can you calculate the population of the Korean-Americans?

DR. GROVES: Yeah. I -- so this is a question about the undercount in the Korean -- the national Korean population, and you're comparing the census -- the 2000 census count with the Korean government count. I don't know -- I'm sorry. I don't know the 2.5 million -- is that the number?

KOREA DAILY: Yes.

DR. GROVES: From the Korean government -- how that how that was done. We are concerned about undercounting groups that come from other countries, new immigrant groups of all sorts. This is a problem of a census in every country of the world, as it turns out. New immigrant groups need to understand why we do censuses, why it's important to count both citizens and noncitizens, both documented and undocumented visitors to the country, and that's news for every immigrant group. We -- we rely on trusted voices in the Korean community to get that word out; that everyone should participate whether you're a citizen or not; whether you're documented or not; and that that participation will not harm you or your family because the answers to your questions will not go to any enforcement agency. We're disconnected from immigration, from the Internal Revenue Service, and so on. So that message is important to get out. Our focus right now is to make sure that everyone in the Korean community -- for example, your focus -- hears that message and believes that message and thereby participates in the census. That's our total focus right now.

MR. COOK: We have a call on the line from Ken Crow, The Albany Times Union.

ALBANY TIMES UNION: Hello, can you hear me?

DR. GROVES: Hi, Ken.

ALBANY TIMES UNION: Hi, Robert. Albany has a large concentration of students, college students, who were undercounted in the 2000 census, and we're wondering what efforts the Bureau is making to ensure that there's a count of this mobile group and also the confusion that exists about where they should be counted. Should they be counted by their parents or here where they're residing?

DR. GROVES: Yeah. Yeah. Great, great, great question. We have, this decade, five times as many partner -- so-called partner specialists. Now, what are they? These are people who reach out to the community, and many of them in areas that have a lot of universities in the area have specialties reaching out to colleges and universities.

These -- there are all sorts of things going on on college campuses. The -- the public relations student association has a national competition for the best commercials, the best way of getting the word out, best marketing campaign for the census on campuses. There are, in different campuses, competitions between dorms on who will have the highest percentage of individual census reports filled out. That's going on. At some universities, they're having competitions for YouTube video commercials. I'm a little worried about those. They might get a little wild.

But all of this is trying to get the message out that you just said; that is, college students are counted where they usually live. For the vast majority of college students, this means it's in your dorm or in off-campus housing. It's not at your parents' house. If you do live at your parents' house, then you're counted there, but most college kids don't. That's a new message for all of them, as you implied. We're trying to get it out as much as possible. Several of the college presidents around the country have agreed to do blanket e-mails, using the university e-mail system to students announcing this.

We are right now in the middle of an operation that we call "group quarters advanced visit," in Census Bureau jargon. We are contacting the director of every dormitory in the United States right now. The operation's going very well. We're almost finished, and we're asking them so how many kids are in the -- in the dorm? How do you -- how can we best do the census in this dormitory? Can you help us? How can you help us? And we're -- we're getting prepared. We didn't do this in 2000, by the way. So this outreach is an attempt to get better counts in the dorms.

A tougher one are -- are the off-campus housing, these apartments where there maybe four roommates, and no one really feels they're head of the household. That apartment is going to get one form, and we're trying get the message out to those kids to -- you know, these are kids who don't eat together usually. They see each other maybe twice a week. They kind of come and go. They need to fill out that form, and that's a real tough group to get the message out to, and if you can help on that, we'd appreciate that in Albany.

MR. COOK: We have a question on the line from Gloria Alvarez, Eastern Group Publication.

EASTERN GROUP PUBLICATION: Yes, good morning.

DR. GROVES: Good morning.

EASTERN GROUP PUBLICATION: Among the stated goals that I sort of heard going is that you are trying to get enumerators and different people hired to reflect local community. In some of these harder count communities where a lot of the people may be Spanish-speaking, have firm goals been established to ensure that you do have Spanish-speaking people or Korean-speaking, depending on the population, and are you -- are you meeting those hiring goals?

DR. GROVES: Yeah. Yeah. Great question.

EASTERN GROUP PUBLICATION: And -- and I'm talking -- and the cost of board as well in terms of managers and enumerators, et cetera.

DR. GROVES: Yeah. Great -- great question. First of all, your premise is absolutely correct. We are attempting to hire locally, and this is -- when we say "locally," it's not the same city. You know, this is really almost neighborhood by neighborhood. Now, whenever you do that, it makes it harder to recruit; right? You're recruiting from smaller labor markets, so that is a challenge.

And you put your finger on the biggest challenge, and this is making sure we have the bilingual skills that we need. Some of these neighborhoods have multiple languages we have to cover. We are devoted to that goal, and we are doing everything possible to achieve that goal, and as I mentioned to an earlier question, the overall recruiting is going great. We have two areas that are challenges, one in the rural area because labor markets are scattered, and the other is in -- in areas where we need bilingual skills, and we're still recruiting there. We're not going to give up on this goal because we know the census is better done by people who know the neighborhoods they do the census in.

THE SPEAKER: And as a follow up -- can I follow up to that?

DR. GROVES: Sure. Looks like it.

EASTERN GROUP PUBLICATION: Just quickly, in some neighborhoods -- I mean, how are you -- how are you determining these numbers? For example, we know that in LA there are a lot of neighborhoods in transition. Inglewood, for example, which at one time was identified as a primarily African-American community, it's now sort of in transition that you have a lot of Spanish speakers. How are you determining numbers? What are you --

DR. GROVES: Yeah. Yeah.

EASTERN GROUP PUBLICATION: -- basing it on?

DR. GROVES: Great -- great question. First of all, we -- we have data from the 2000 census on how neighborhoods work, but just as you pointed out, that was ten years ago. For some neighborhoods that's fine. There haven't been many changes. We've updated those data with other surveys we've done over the decade and then with local knowledge of the regional offices.

We've hired partnership folks who -- who know those neighborhoods for the hard-to-count neighbors and the neighborhoods that have changed into ones where we anticipate challenges. We've done special planning. We've sat down way before the census. This is over the past few months. We've identified the local resources -- the social organizations, the religion organizations, community centers, people -- places where people hang out. Sometimes these are barbershops or convenience stores, and we've tried to take advantage of those internal resources in the neighborhood to help us recruit and to help us get the word out about the census. If we've

done a good job in those neighborhoods, we are now aware of the fact that there -- they've gone through a transition that there are multiple languages; that they're in the midst of a transition from one ethnic group to another. If we're good, we're on top of that and we're hiring people with multiple language skills. I can't promise we're perfect in every neighborhood of the country, but that's what we're trying to do.

MR. COOK: And that actually was our last call, so you can close.

DR. GROVES: Well, I thank you for coming here. I have a terrible cold. I'm sorry. I thank you for coming here. I -- I thank this wonderful technical center for hosting us. This is a -- for those of you on the phone, we're at a wonderful neighborhood center that is training young people in high-tech skills for the -- for the coming economy, and it's a wonderful sight to see. I thank them for hosting us. I thank you for your questions, and I hope everyone in this audience and on the phone, when they get their questionnaire, will fill it out and mail it back. Thank you very much.

(Whereupon, the press briefing concluded at 8:48 a.m.)

STATE OF CALIFORNIA

COUNTY OF LOS ANGELES

I, BRANDY STULL, Certified Shorthand Reporter qualified in and for the State of California, do hereby certify:

That the foregoing transcript is a true and correct transcription of my original stenographic notes.

IN WITNESS WHEREOF, I have hereunto set my hand this 2nd day of March, 2010.

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BRANDY STULL  
CSR No. 13381