

# CENSUS 2010: HARD-TO-COUNT POPULATIONS WITH SPECIAL LIVING CONDITIONS

---

## HEARING

BEFORE THE  
SUBCOMMITTEE ON INFORMATION POLICY,  
CENSUS, AND NATIONAL ARCHIVES  
OF THE  
COMMITTEE ON OVERSIGHT  
AND GOVERNMENT REFORM  
HOUSE OF REPRESENTATIVES  
ONE HUNDRED ELEVENTH CONGRESS

FIRST SESSION

MARCH 8, 2010

**Serial No. 111-85**

Printed for the use of the Committee on Oversight and Government Reform



Available via the World Wide Web: <http://www.gpoaccess.gov/congress/index.html>  
<http://www.oversight.house.gov>

U.S. GOVERNMENT PRINTING OFFICE

61-934 PDF

WASHINGTON : 2010

---

For sale by the Superintendent of Documents, U.S. Government Printing Office  
Internet: [bookstore.gpo.gov](http://bookstore.gpo.gov) Phone: toll free (866) 512-1800; DC area (202) 512-1800  
Fax: (202) 512-2104 Mail: Stop IDCC, Washington, DC 20402-0001

COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM

EDOLPHUS TOWNS, New York, *Chairman*

PAUL E. KANJORSKI, Pennsylvania	DARRELL E. ISSA, California
CAROLYN B. MALONEY, New York	DAN BURTON, Indiana
ELIJAH E. CUMMINGS, Maryland	JOHN L. MICA, Florida
DENNIS J. KUCINICH, Ohio	MARK E. SOUDER, Indiana
JOHN F. TIERNEY, Massachusetts	JOHN J. DUNCAN, Jr., Tennessee
WM. LACY CLAY, Missouri	MICHAEL R. TURNER, Ohio
DIANE E. WATSON, California	LYNN A. WESTMORELAND, Georgia
STEPHEN F. LYNCH, Massachusetts	PATRICK T. McHENRY, North Carolina
JIM COOPER, Tennessee	BRIAN P. BILBRAY, California
GERALD E. CONNOLLY, Virginia	JIM JORDAN, Ohio
MIKE QUIGLEY, Illinois	JEFF FLAKE, Arizona
MARCY KAPTUR, Ohio	JEFF FORTENBERRY, Nebraska
ELEANOR HOLMES NORTON, District of Columbia	JASON CHAFFETZ, Utah
PATRICK J. KENNEDY, Rhode Island	AARON SCHOCK, Illinois
DANNY K. DAVIS, Illinois	BLAINE LUETKEMEYER, Missouri
CHRIS VAN HOLLEN, Maryland	ANH "JOSPEH" CAO, Louisiana
HENRY CUELLAR, Texas	
PAUL W. HODES, New Hampshire	
CHRISTOPHER S. MURPHY, Connecticut	
PETER WELCH, Vermont	
BILL FOSTER, Illinois	
JACKIE SPEIER, California	
STEVE DRIEHAUS, Ohio	
JUDY CHU, California	

RON STROMAN, *Staff Director*

MICHAEL MCCARTHY, *Deputy Staff Director*

CARLA HULTBERG, *Chief Clerk*

LARRY BRADY, *Minority Staff Director*

SUBCOMMITTEE ON INFORMATION POLICY, CENSUS, AND NATIONAL ARCHIVES

WM. LACY CLAY, Missouri, *Chairman*

CAROLYN B. MALONEY, New York	PATRICK T. McHENRY, North Carolina
ELEANOR HOLMES NORTON, District of Columbia	LYNN A. WESTMORELAND, Georgia
DANNY K. DAVIS, Illinois	JOHN L. MICA, Florida
STEVE DRIEHAUS, Ohio	JASON CHAFFETZ, Utah
DIANE E. WATSON, California	
HENRY CUELLAR, Texas	
JUDY CHU, California	

DARRYL PIGGEE, *Staff Director*

## CONTENTS

---

Hearing held on March 8, 2010 .....	Page 1
Statement of:	
Driehaus, Hon. Steve, a Representative in Congress for the State of Ohio .....	5
Duncan, Todd, director of housing and food services at the University of Cincinnati .....	61
Hopkins, Suzanne, director of programs, the Center for Independent Living Options, Inc. ....	50
Mallory, Mark, mayor of Cincinnati, OH .....	6
Mesenbourg, Thomas L., Deputy Director, U.S. Census Bureau .....	17
Riviero, Jason, Ohio State Director, League of United Latin American Citizens .....	43
Scharfenberger, David, lead organizer, Training & Outreach Programs, Working in Neighborhoods [WIN] .....	35
Spring, Josh, Greater Cincinnati Coalition for the Homeless .....	55
Letters, statements, etc., submitted for the record by:	
Clay, Hon. Wm. Lacy, a Representative in Congress from the State of Missouri, prepared statement of .....	3
Duncan, Todd, director of housing and food services at the University of Cincinnati, prepared statement of .....	63
Hopkins, Suzanne, director of programs, the Center for Independent Living Options, Inc., prepared statement of .....	52
Mallory, Mark, mayor of Cincinnati, OH, prepared statement of .....	10
Mesenbourg, Thomas L., Deputy Director, U.S. Census Bureau, prepared statement of .....	19
Riviero, Jason, Ohio State Director, League of United Latin American Citizens, prepared statement of .....	46
Scharfenberger, David, lead organizer, Training & Outreach Programs, Working in Neighborhoods [WIN], prepared statement of .....	38
Spring, Josh, Greater Cincinnati Coalition for the Homeless, prepared statement of .....	58



## CENSUS 2010: HARD-TO-COUNT POPULATIONS WITH SPECIAL LIVING CONDITIONS

MONDAY, MARCH 8, 2010

HOUSE OF REPRESENTATIVES,  
SUBCOMMITTEE ON INFORMATION POLICY, CENSUS, AND  
NATIONAL ARCHIVES,  
COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM,  
*Cincinnati, OH.*

The subcommittee met, pursuant to notice, at 2 p.m., at the Main Street Cinema, 256 Tangeman University Center, University of Cincinnati, Cincinnati, OH, Hon. Wm. Lacy Clay (chairman of the subcommittee) presiding.

Present: Representatives Clay and Driehaus.

Staff present: Darryl Piggee, staff director/counsel.

Mr. CLAY. Good afternoon and welcome to today's hearing entitled, "Census 2010: Hard-To-Count Populations With Special Living Conditions."

Today's hearing, as the title indicates will examine the 2010 census efforts to enumerate those hard-to-count populations with special living conditions.

The hearing will examine the Census Bureau's activities in preventing an under-count of these populations. We will further examine avenues to aid the Census Bureau in its efforts to reach those who are most likely to be under-counted and minorities. Today's dialog will ultimately lead to a better understanding as to what can be done to ensure the success of the 2010 census.

We have with us today, my distinguished colleague in this hearing, Mr. Steve Driehaus, and I want to thank you for this invitation to Cincinnati. We could not have picked a better city or a better time to conduct this hearing seeing as census forms will be going out as of next Monday. We would urge all Americans to mail—to fill out the questionnaires, 10 questions, and send them back in the mail.

And without—and so thank you, again, Representative Driehaus for the invitation. Without objection, the chair and ranking member will have 5 minutes to make an opening statement, followed by an opening statement from Representative Driehaus. I will begin with the opening statement. The purpose, again, of today's hearing is to examine and discuss efforts to enumerate hard-to-count populations with special living conditions. And I also want to thank you, Representative Driehaus and his staff for hosting today's hearing, and for the courtesies afforded to this subcommittee. As Congressman Driehaus knows and many of you know as well, Cincinnati

has a particularly important history with the census. And much can be gained from the testimony we will hear today.

The city of Cincinnati contains a perfect microcosm of these hard-to-count groups. We hope to learn by Cincinnati's example as the local communities are key to the count. Further, I salute Dr. Groves and the Census Bureau for their efforts. Census day is less than 4 weeks away, so let's work together and exchange ideas to ensure an accurate count.

On our first panel, we will hear from the Honorable mayor of Cincinnati, Mark Mallory. And Mayor Mallory will enlighten us on Cincinnati's plan to achieve full participation, and share with us the recommendations of the U.S. Conference of Mayors' Taskforce on the Census.

We will hear from Dr. Thomas Mesenbourg. Mr. Mesenbourg will testify about the Bureau's strategy and ability to count those in special living conditions.

Our second panel includes civic leaders dedicated to community participation, education, and quality. This panel is acutely aware of the challenges of enumerating the hard-to-count population. We look forward to their insight into these efforts. I thank all of the witnesses for appearing today, and look forward to their testimony, and now I recognize Representative Driehaus for 5 minutes.

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

***Opening Statement  
Of  
Wm. Lacy Clay, Chairman  
Information Policy, Census and National Archives  
Subcommittee  
Oversight and Government Reform Committee***

***Field Hearing  
Monday March 8, 2010  
2:00 p.m.  
Main Street Cinema  
265 Tangeman University Center  
University of Cincinnati  
Cincinnati, Ohio***

***“Census 2010: Hard to Count Populations with Special  
Living Conditions.”***

The Purpose of Today’s hearing is to examine and discuss efforts to enumerate ***“Census 2010: Hard to Count Populations with Special Living Conditions.”*** Let me first pause to thank Congressman Driehaus for his leadership and his recognition of the importance of the decennial Census. I also want to thank him and his staff for hosting today’s hearing and for the courtesies afforded to the Subcommittee. As Congressman Driehaus knows and many of you know as well, Cincinnati has a particularly important history with the Census and much can be gained from the testimony we will hear today.

The city of Cincinnati contains a perfect microcosm of these hard to count groups. We hope to learn by Cincinnati’s example-as the local community is key to the count.

**Further, I salute Dr. Groves and the Census Bureau for their efforts. Census Day is less than four weeks away. So let's work together and exchange ideas to ensure an accurate count.**

**On our first panel, we will hear from the Honorable Mayor of Cincinnati, Mark Mallory. Mayor Mallory will enlighten us on Cincinnati's plan to achieve full participation and share with us the recommendations of the Conference of Mayors' Task Force on Census.**

**Next, we will hear from Thomas L. Mesenbourg, Acting Deputy Director of the Census Bureau. Mr. Mesenbourg will testify about the Bureau's strategy and ability to count those in special living conditions.**

**Our second panel includes civic leaders dedicated to community participation, education, and equality. This panel is acutely aware of the challenges of enumerating the hard to count populations. We look forward to their insight into this effort. I thank all of the witnesses for appearing today and look forward to their testimonies.**



**STATEMENT OF HON. STEVE DRIEHAUS, A REPRESENTATIVE  
IN CONGRESS FOR THE STATE OF OHIO**

Mr. DRIEHAUS. Thank you very much, Mr. Chairman, and thank you for holding this hearing in Cincinnati. As you know, as soon as we began the process of talking about the census, I approached you and asked officially—it was over a year ago—to hold a hearing in Cincinnati, knowing the efforts of the mayor and knowing the efforts of other individuals here in Cincinnati, to make sure that we do have an accurate count. And my experience in the foreclosure taskforce in the State of Ohio helped me better understand how challenging this is going to be this time when it comes to identifying, especially those households that are in transition due to foreclosures.

As you know, the Constitution mandates that we hold the Census every 10 years. It helps determine the distribution of more than \$400 billion of financial aid to citizens, to States, and to municipalities. And it's used to support education, health care, and transportation initiatives and impacts us in our day-to-day lives. States also use the information from the Census to provide funding to municipalities, which is a very significant issue here in the Greater Cincinnati area because we have several very small municipalities and that threshold at 5,000 is important. So this count is specifically very important to cities like St. Bernard and other small cities in addition to the importance it has to the city of Cincinnati.

As was mentioned in 2005, the city of Cincinnati challenged the population estimate of the 2005 American Community Survey. And while the American Community Survey isn't the Census, that snapshot of the population was critically important to determine some of the funding levels coming from the Federal Government. We do have with us today the distinguished mayor of Cincinnati, Mark Mallory, and the mayor has been leading the charge to challenge those numbers on behalf of the residents of the city of Cincinnati, and has helped other mayors throughout the country learn how they might better reach out to hard to reach populations to help the Census and the community survey better understand how to count those populations. We have several hard-to-count populations here in Cincinnati. And as you mentioned, we are a microcosm because when you talk about the dislocation that has occurred because of—because of homelessness, because of the foreclosure crisis or in terms of reaching out to low and minority communities, low income and minority communities that we have here in Cincinnati. We also have a growing Hispanic community, who we will hear from today. We also have people with disabilities, who are traditionally more difficult to count as we move forward with the Census. So I look forward to this hearing to help really draw attention to the importance of the Census, and helping the residents of Greater Cincinnati understand the importance of participating. But also to have a dialog between the representatives of the hard-to-count populations and the Census Bureau to talk about what methodology we are using to specifically reach out to those hard-to-count populations. And what avenues we are exploring, especially given the technology we now have before us, to reach out to those populations and get as accurate a count as possible.

So, I want to again thank you very much, Mr. Chairman, for you agreeing to come here to Cincinnati and hold this hearing on this critically important issue especially as we approach census day on April 1st. And so with that, I'll turn it back over to you.

Mr. CLAY. You're very welcome, Representative, and you may have the pleasure of introducing our first panel. This is your hometown, and I'll allow you to do that.

Mr. DRIEHAUS. Do you want me to read what you've written here or do you want me to—

Mr. CLAY. You may as well.

Mr. DRIEHAUS. OK. I won't tell you the background between the mayor and myself. I want to start by introducing first our mayor, the Honorable Mark Mallory. Mayor Mallory is a national leader on Census counts in urban areas. As mayor, he successfully challenged the 2005 census estimate for Cincinnati adding 22,000 people to the population. Since then he has made numerous presentations on the subject and was honored in 2008 with an appointment as chair of the newly formed 2010 Census Taskforce for the U.S. Conference of Mayors.

Mayor Mallory is a life-long Cincinnati; born and raised in the West End. He is a graduate of the Cincinnati Academy of Math and Science and earned a Bachelor of Science degree in administrative management from the University of Cincinnati, our host. And let me, again, thank the University of Cincinnati for their hospitality and their willingness to host this hearing here on campus.

Next, we have Mr. Thomas L. Mesenbourg, Acting Deputy Director of the U.S. Census Bureau. Mr. Mesenbourg has worked at the Census Bureau since 1972. In 2004 he was the recipient of a Presidential Rank Award for Distinguished Senior Executives, the Government's highest award for career executives.

Mr. Mesenbourg earned his Bachelors degree in economics from Boston University in 1968 and his Master's from Penn State in 1971. So with that, I would like to open it up, and I know you want to swear in our—

Mr. CLAY. Thank you so much, Representative. If I could ask both witnesses to stand, please. It's the policy of the committee to swear in all our witnesses testifying. So, raise your right hands and repeat after me.

[Witnesses sworn.]

Mr. CLAY. Thank you. You may be seated. Let the record reflect that both witnesses answered in the affirmative. Each of you will have 5 minutes in which to make opening statements and your complete written testimony will be included in the hearing record. And Mr. Mayor, we will proceed with you.

#### **STATEMENT OF MARK MALLORY, MAYOR OF CINCINNATI, OH**

Mr. MALLORY. Thank you very much, Congressman Clay. Members of the distinguished Information Policy, Census, and National Archives Subcommittee, thank you very much for affording me the opportunity to offer testimony today. Congressman Clay, this is the second time I've had the distinguished opportunity of presenting to your subcommittee. The first was in St. Louis; you were very gracious and a wonderful host and I thank you for that.

Congressman Driehaus, thank you very much for not only being the host for today's subcommittee meeting, but for having the full understanding of the importance of this issue as it relates not just to the city of Cincinnati but to the Nation itself.

The focus of this hearing is on hard-to-count populations. Approximately 95 percent of the Census tracts in Cincinnati are designated as hard-to-counts by the U.S. Census Bureau. Therefore, all of our Census activities—are on hard-to-count—activities are really focused in this area, and I can think of no better city to hold this hearing than the city of Cincinnati based on the history that we have had with the Census.

So in my testimony today, I'm going to share with you the challenges that Cincinnati faces; in particular in counting our hard-to-count population. For the purposes of background, I'm going to give you an overview of the Census activities under my administration, and I'll include an update on the efforts by the U.S. Conference of Mayors' Census Taskforce.

To take you back, in 2006 the Census Bureau estimated Cincinnati's population at 308,728 people, a decrease of 6.8 percent since the 2000 census. Now, the estimate became the source of headlines for many articles stating that Cincinnati was dying and that people no longer wanted to live or invest in our city. I knew those numbers could not be correct. They do not reconcile with the new development that was taking place in the city of Cincinnati. Since the year 2000 there have been numerous housing and other development projects that did not seem to be accounted for in the new estimates.

When I learned that cities could indeed challenge their estimate, I directed our Planning Department to conduct an analysis of Cincinnati records including building permits, demolition permits, and conversions of buildings into apartments and condominiums. The analysis was submitted to the Census Bureau as a challenge to the estimate and in a few short months we were notified by the Census Bureau that our data was indeed accepted. Our population estimate as a result of that challenge was increased to 331,310 people, and that recognized an additional 22,000 residents from the initial estimate.

Now, that number helped disprove the reports that our city was in a state of decline, and it was the beginning of the turnaround for the image of our city; not only for residents, but for investors as well. Subsequent to that, in 2007, we commissioned Social Compact to conduct a comprehensive analysis of Cincinnati's population. Using their analysis, we now know that the city of Cincinnati's true population is 378,259 people. That's a 13 percent increase over the 2000 census, and that number helped us refocus our approach for the 2010 census. And what I mean by that is, our approach in Cincinnati is that we are not going to count the population this year, we are going to account for at least 378,259 people. That's is a major shift, I think, in the way cities approach the Census.

If, for example, a neighborhood is counted and we find fewer people than we expected to find in that particular neighborhood, we are going to invest more time and more resources going back into

that neighborhood until we are satisfied that we have accounted for everybody there.

One challenge that we recognized early on was that City Government can't do this alone. We established our Complete Count Committee nearly 2 years ago, and I appointed the president of the Greater Cincinnati Urban League and the director of our planning department at the city of Cincinnati as co-chairs of the effort to ensure that we have an accurate count.

That committee was charged with developing a comprehensive plan to build awareness for the Census and to ensure that all of our citizens were accounted for. And one of the things that I have stressed locally and nationally is that we have to partner with the U.S. Census. We can't expect the Census to come in town and conduct a count that is expected to be accurate if we are not active and involved with the U.S. Census.

Another challenge that we face, of course, is getting people to understand the importance of the Census, getting them to understand what it is that we are trying to achieve beyond the Federal dollars that come to a city. This really has effects on the perception of the city itself. So in Cincinnati, once we created our Complete Count Committee we did a branding, and we called our efforts in Cincinnati "Cincinnati Counts," which is the basis for our educational and awareness campaign. And we launched "Cincinnati Counts" on April 1, 2009, and I declared this entire year from April 1, 2009 to April 1, 2010 as census year in Cincinnati.

So to build awareness, "Cincinnati Counts" has distributed T-shirts, bumper stickers, flyers and buttons to the Complete Count Committee members, who have in turn distributed those materials to their clientele and to their targeted communities.

One of our strategies was to make sure that we had representation on the Complete Count Committee from every targeted community we could identify. We have provided street banners and posters for windows of businesses in business districts and we have participated in more than 150 community events, and we have made presentations to countless community groups.

We have engaged our partners to assist us in this effort. Here's an example, the Avondale Youth Council knocked on more than 1,000 doors recently to build awareness around the Census. We have provided materials to the Greater Cincinnati United Way to distribute through their member organizations and recently the Cincinnati Enquirer highlighted the difficulty of getting an accurate count in the Over-The-Rhine neighborhood. And one of our partners in that area, Emmanuel Community Center, has been helping to build awareness with regular events and the distribution of materials. Again, our strategy has been to engage those agencies and individuals that represent the hard-to-count populations.

Cincinnati has partnered with the Census Bureau to talk about the Census in houses of faith. And last October and again this month, nearly 100 different faith organizations across our city participated in including Census information in their bulletins. They posted a copy of the Census questionnaire. They included Census facts in an email blast to their congregations. Again, these are all strategies aimed at getting to as many people as we can.

We have sent emails to the presidents of the 52 community councils. We have sent out additional targeted emails to those communities that we know are targeted and difficult to count, and we continue to not only inform people about the importance on the Census itself but we are talking to them about the fact that there are jobs available. Particularly in this job market, it is a great thing to know that someone is hiring. And we, of course, are hoping to utilize as many local people in the very communities that we are counting. The count in those communities—we figure that familiarity will help us get a more accurate count.

Now, as mayor, I understand how critical an accurate count can be to the city. It impacts the Federal dollars that we receive. It also impacts the image of our city. If a population is declining it is a signal to investors, to businesses, and to residents that there's no future in their city.

Now, I've discussed the importance of an accurate count with mayors across the country through the U.S. Conference of Mayors. It was in 2008 that I was appointed as the Chair of the 2010 Taskforce, which was formed to focus on fostering partnerships between the cities and the Census Bureau. In that role I convened a series of taskforce meetings on a number of topics and we have been able to get information out to more than 1,000 mayors across though country. Over the last 2 years, we have been able to share best practices, offer presentations from Census Bureau representatives, and hear from experts on Census issues. In 2008—excuse me—our workshop focused on how to challenge Census estimates; and in 2009 we reviewed actions, steps, and strategies for creating Completing Count Committees.

So, now, we are at the final push as we look toward the next 23 days leading up to census day 2010. The city of Cincinnati, "Cincinnati Counts" campaign is working to turn awareness into action. Our focus at this point is to motivate residents to complete the form and mail it back: "Ten questions. Ten minutes." We want everyone to hear that message and to take that action.

We want to make sure there's a deeper connection that people have knowing about the Census, and knowing how an accurate Census impacts their lives. So, we are now working with the Census on specific fact sheets, partnering with media outlets for promotion of census day activities and creating other activities with our partner organizations that are tailored to their memberships. Again, all to get them to understand why this is so important.

We understand that the work does not end on April 1st. We are committed to working with the U.S. Census as long as it takes in order for this count to be complete. Again, we want to ensure that in the city of Cincinnati we have a Census count that indicates our population is at least 378,259 residents. I thank you for your time, and I would be happy to answer any questions.

Mr. CLAY. Thank you so much, Mr. Mayor, for that testimony. Now, we will turn to Mr. Mesenbourg. You have 5 minutes.

[The prepared statement of Mr. Mallory follows:]

***Statement  
Of  
Mark Mallory  
Mayor  
City of Cincinnati, Ohio***

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

***Field Hearing  
Monday March 8, 2010  
2:00 p.m.  
Main Street Cinema  
265 Tangeman University Center  
University of Cincinnati  
Cincinnati, Ohio***

***“Census 2010: Hard to Count Populations with Special Living  
Conditions.”***

Chairman Clay and other distinguished members of the Information Policy, Census, and National Archives Subcommittee, thank you for the opportunity to testify today. I am Mark Mallory, Mayor of the City of Cincinnati, Ohio. Thank you, Congressman Driehaus, for holding the Field Hearing in Cincinnati and bringing attention to our Census activities. The focus of this hearing is on the hard to count or HTC population. Approximately 95% of the Census tracts in Cincinnati, are designated HTC's by the Census bureau. Therefore, all of our Census activities are HTC focused. I can think of no better city to hold these discussions.

In my testimony, today, I will share with you the challenges Cincinnati faces in enumerating our HTC population. For purposes of background, I will give you an overview of the Census activities under my Administration and include an update on the efforts by the U.S. Conference of Mayors' Census Task Force.

**Cincinnati Census Estimate Challenge**

In 2006, the Census Bureau estimated Cincinnati's population at 308,728, a decrease of 6.8 percent since the last Census. The estimate became the source for headlines for many articles claiming that Cincinnati was dying and that people no longer wanted to live or invest here. I knew that these numbers did not reconcile with the amount of new development taking place in Cincinnati. Since the year 2000, there have been numerous housing and other development projects that did not seem to be included in that estimate.

When we learned that cities could challenge the estimate, I directed our Planning Department to conduct the statistical analysis of city records, including building permits, demolition permits, and conversions of buildings into apartments or condominiums. The analysis was submitted to the Census Bureau as a challenge to the estimate. In a few short months, we were notified by the Bureau that our data was accepted.

Our population estimate was increased 331,310. This recognized an additional 22,000 residents than the initial estimate. This new number helped disprove the reports that our city was in a state of decline and was the beginning of turning around the image for the city – for residents and investors.

In 2007, we commissioned Social Compact to conduct a comprehensive analysis of Cincinnati data. Using their analysis, we **now** know that Cincinnati's true population is 378,259 – that is 13 percent higher than the 2000 Census. That number has helped refocus our approach to the 2010 Census count.

**I am not asking the Bureau and our partners to count people. I am insisting that we account for people.** By having this new mindset, we are much more targeted in our approach. If, for example, a neighborhood is counted and we find fewer people than we expected to find, we will know that we need to invest more time in that neighborhood to find people who may not have been easily identified the first time.

**Establishing the Complete Count Committee**

One challenge we recognized early on was that city government could not do this alone. To address this challenge, I established the Cincinnati Complete Count Committee (CCC) nearly two years ago and appointed the President of the Greater Cincinnati Urban League and the Director of the Cincinnati Planning Department as Co-Chairs.

The committee was charged with developing a comprehensive plan to build awareness that will ensure that all of our citizens are accounting for.

In creating the Cincinnati CCC, we discovered that the Census Bureau staff was also creating separate CCCs within different demographics and communities in Cincinnati. This became a challenge in coordinating message as well as resources



in particular as we reached out to the HTC communities. A more efficient manner of coordination could occur if the local CCC were to take the lead in working with interested organizations, community and business leaders on Census activities.

**Cincinnati Counts campaign**

Another challenge we faced with our large HTC population was that the community was neither aware of nor educated about the importance of the Census in particular as it relates to their own situation.

The CCC created an image brand called “Cincinnati Counts” which is the basis for our educational and awareness campaign. We launched Cincinnati Counts at Census Day 2009 and declaring the year between April 1, 2009 and April 1, 2010 as Census Year. To build awareness, Cincinnati Counts has distributed t-shirts, bumper stickers, flyers and buttons to the CCC members who in turn have distributed the materials to their clientele and communities. We have provided street banners and posters for the windows of businesses in neighborhood business districts.

We have participated in over 150 community events and made presentations to countless community groups. We have engaged our partners to assist with this effort. For example, the Avondale Youth Council knocked on more than 1,000 doors to build awareness around the Census. We have provided materials to the Greater Cincinnati United Way to distribute to their member organizations.

Recently, the Cincinnati Enquirer highlighted the difficulty of getting an accurate count in the Over-the-Rhine neighborhood. One of our partners in that area, Emanuel Community Center, has been helping to build awareness with regular events and distribution of materials.

Cincinnati Counts has partnered with the Census Bureau to conduct Census in the Houses of Faith last October and again this month. Nearly 100 multi-denominational faith based organizations across Cincinnati participated in by including Census information in the bulletins, posting a copy of the census questionnaire, including census facts in an email blast.

Another HTC challenge for us has been hiring residents from the HTC communities to work for the Census. My office has made several media announcements encouraging residents to contact the Census for employment. We have sent emails to the Presidents of our 52 community councils and targeted additional emails to those communities where the employment response was extremely low. As of Friday, the Census Bureau had still not had the numbers of Cincinnati residents needed who had taken the eligibility test. As a result, the Bureau will fill those positions with people who are not from those communities.

Not only do these jobs stimulate our local economy, but neighbors are more likely to respond to someone from their neighborhood that is familiar with how the Census directly impacts that neighborhood.

In addition to the challenge of recruiting residents for these jobs, there is also the challenge of the employment application process. My office has heard from

individuals who have taken the Census test but have never heard back from the Census. We also hear from individuals who take the test but hear back months later. While I understand that a process must be in place for employment, I would offer that consideration be made to examine the benefits of streamlining your employment application process.

Cincinnati has identified a target group that can be considered HTC but not in the traditional sense. Young Professionals, the demographic that is in demand for all cities, is a target group because of a misunderstanding about the Census. This demographic is educated and well informed but what we have heard is that they may understand that if they pay their taxes, then they are counted in the Census. The result being that they may not return their Census form. Cincinnati Counts is using social media, in addition to the outreach activities mentioned above, to help educate YPs about the Census.

#### **The US Conference of Mayors**

As Mayor, I understand how critical an accurate count can be to a City. It impacts the Federal dollars the city receives, but also impacts the image of the city. If the population is declining is a signal to investors, businesses and residents that there is no future in the city.

I have discussed the importance of an accurate count with Mayors from around the country through the US Conference of Mayors. In 2008, I was appointed to Chair the 2010 Census Task Force which was formed to focus on fostering partnerships between cities and the Census Bureau. In that role, I have convened a series of Task Force meetings for the membership of the more than 1,000 Mayors. Over the

last two years which have shared best practices, offered presentations from Census Bureau representatives, and from experts on Census issues.

In 2008 our workshop discussed how to challenge Census estimates and in 2009, we reviewed action steps and strategies for creating Complete Count Committees.

**The Final Push**

As we look at the next **23** days leading up to Census Day 2010, the Cincinnati Counts Campaign is working to turn awareness into action. Our focus is to motivate residents to complete and mail back the form. Our challenge now is to make a deeper connection between knowing about the Census and knowing how the Census impacts that person or community directly.

We are now working on Cincinnati Census specific fact sheets, partnering with media outlets for promotion of Census day and creating activities with our partner organizations that are tailored to their membership. We understand that this work does not end on April 1 but that we have work to do throughout April and May as we ensure that we account for our 378,259 residents.

Thank you for your time.

**STATEMENT OF THOMAS L. MESENBURG, DEPUTY  
DIRECTOR, U.S. CENSUS BUREAU**

Mr. MESENBURG. Chairman Clay, Congressman Driehaus, I appreciate the opportunity to testify before you about the 2010 census. The Census Bureau's primary goal is to count everyone, count them once, and count them in the right place. This is a daunting task, and current economic conditions make it even more difficult this decade. Foreclosures, displaced households and individuals, homelessness, natural disasters, and unusual living arrangements do pose challenges to the count, but we believe we have procedures in place to ensure that we count everyone.

Let me start with a brief discussion of one of the fundamental principals we use in conducting the count, that is of "Usual Residence." The Census Bureau's Usual Residence Rule is grounded in the Census Act of 1790, which governed the very first census. The concept of Usual Residence remains intact today. The Usual Residence Rules intended to count people in the place where they eat and sleep most of the time.

I'd like to start by describing some of the challenges we face because of economic dislocation and unusual or nontraditional living arrangements, and what we are doing to address these challenges. Most residents live in traditional living arrangements, i.e. single-family homes, townhouses or apartments. But there is a segment of the population that reside in what we would call group-quarters facilities, such as college dormitories like the ones at the University of Cincinnati. We have tried and tested procedures and processes in place to count college students, and other individuals living in group quarters facilities.

Now, because of economic conditions many families and individuals have been forced to relocate. Some may have been forced to abandon their foreclosed homes and move into apartments, others may have moved in with family or friends and others may be experiencing homelessness or living in campgrounds or other transitory locations.

While economic conditions pose new challenges, we believe we have procedures in place to count households or individuals that have been dislocated. Foreclosure is at a record level, but every foreclosed property, if still standing, is included on our Master Address File whether or not the unit is occupied. Now, Census forms will show up in 121 million mailboxes next week between March 15th and March 17, 2010. Now, if the property is unoccupied the form may be returned to us by the Postal Service as being undeliverable, but beginning May 1st all addresses from which we have not received a report form will be contacted by an enumerator and will be contacted up to six times until we actually get information on that housing unit and the individuals that live in it. Addresses that are designated at the end of this process as being vacant and unoccupied will be included in the housing count. But, of course, they will have no population counted in the 2010 census.

Now, individuals and families that have moved will be sent a 2010 census Form at their new address. If people have moved in with their relatives or friends they should be counted as part of that household. And we have added a new question to the 2010 Census Short Form to get at this issue of dislocation. We have also

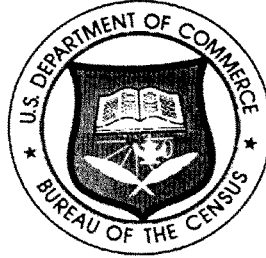
developed advertising directed at those segments of the population that may have been impacted by the economic conditions. Those ads will be running on radio and in print media. Our vast network of partner organizations, which include the Complete Count Committee in Cincinnati, which Mayor Mallory has done such a fine job with, now number over 210,000 organizations across the country. And they play a key role in getting the message out about how important the Census is.

Procedures are in place to count college students that live in dorms or other college facilities. These students will be counted at the university or college dorm or the fraternity or sorority house where they live. We have just completed the advanced visit to all group-quarters facilities and will begin data collection on April 1, 2010. Students living in off-campus housing will receive a 2010 Census Form at their address on campus and we would ask them to fill it out and mail it back. Parents whose child or children who do not live at home but live in a dormitory away from home will be instructed not to include them on their Census forms. That's another addition to the short form. Respondents displaced by natural disasters for an extended period of time will generally be counted where they reside on or about April 1, 2010. Populations affected by Hurricanes Ike, Katrina and Rita will be counted where they currently live and sleep most of the time as of April 1, 2010. For areas that were specifically affected by these hurricanes, we have taken special measures to ensure that we have an accurate count. We have hired additional staff and hired them early, provided extra training and added additional local Census offices in the affected areas, and we have also launched an aggressive outreach and partnership effort in these areas. The workers that we have hired in these hurricane-impacted areas will also be used to update our address list in these areas and we'll actually deliver a form to the housing units.

In addition to the traditional enumeration of housing units and group quarters, the Census Bureau has developed a Service-Based Enumeration operation to reach people experiencing homelessness. These people will be enumerated at the locations where they receive services. This operation was specifically designed to enumerate people who use service facilities because they may be missed during the traditional enumeration of housing units and group quarters. These service locations and pre-identified outdoor locations include: Shelters, soup kitchens, and non-sheltered outdoor locations. These are pre-identified sheltered outdoor locations where people live for free and we depend upon our partners to help us identify where these areas are located. We will be conducting the Service-Based Enumeration Operation March 29th through March 31, 2010.

In conclusion, Mr. Chairman, Congressman Driehaus, I want to close by reaffirming the Census Bureau's commitment to an accurate count in the 2010 census. A decade of planning has ended and now the count begins. We believe we are prepared to face the challenges I've discussed, and the Census Bureau looks forward to working with this subcommittee and all of our 200,000 partners, in making this the most successful Census ever. Thank you.

[The prepared statement of Mr. Mesenbourg follows:]



Prepared Statement of  
**THOMAS L. MESENBURG**  
**DEPUTY DIRECTOR**  
**US CENSUS BUREAU**

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

**Field Hearing**  
**University of Cincinnati**  
**Cincinnati, Ohio**  
**Monday, March 8, 2010**

***"The 2010 Census: Hard to Count Populations with Special  
Living Conditions."***

Chairman Clay, Ranking Member McHenry, Congressman Driehaus, members of the Committee, I appreciate this opportunity to testify before you about the 2010 Census. The Census Bureau's primary goal is to count every one, count them once, and count them in the right place. This is a daunting goal and current economic conditions make this task even more difficult this decade. Foreclosures, displaced households and individuals, homelessness, natural disasters, and unusual living arrangements do pose challenges to the count, but we have procedures in place to ensure that we have done everything we can to count every one. However, economic dislocation may affect where people are counted.

#### **THE CONCEPT OF USUAL RESIDENCE**

Let me start with a brief discussion of one of the fundamental principles we use in conducting the count, -- "usual residence". The Census Bureau's usual residence rule is grounded in the Census Act of 1790, which governed the very first Census. The "concept of usual residence" remains intact today. The usual residence rule is intended to count people in the place where they eat and sleep most of the time.

#### **CHALLENGES CREATED BY NON-TRADITIONAL LIVING CONDITIONS**

I would like to start by describing some of the challenges we face because of economic dislocation and unusual or nontraditional living arrangements and what we are doing to address these challenges.



Most residents live in traditional living arrangements single family homes, townhouses, or apartments. Other residents do not live in a typical household but rather reside in a group quarters facility such as a college dormitory. We have tried and tested procedures and processes in place to count college students and other individuals living in group quarter facilities.

Because of economic conditions, many families and individuals have been forced to relocate. Some may have been forced to abandon their foreclosed homes and move into apartments, others may have moved in with family or friends, and other may be experiencing homelessness or living in campgrounds or other transitory locations.

While economic conditions may pose new challenges, we have procedures in place to count households or individuals that have been dislocated, living in nontraditional living arrangements, are homeless, or in college. Foreclosures are at record levels, but every foreclosed property, if still standing, is included on our Master Address File, whether or not the unit is occupied. Census forms will show up in 121 million mail boxes March 15-17, 2010. If the property is unoccupied, the form may be returned to us by the Postal Service as undeliverable, lowering the mail back response rate for a geographic area, but beginning May 1, all addresses from which we have not received a mailed back form will be contacted by an enumerator, -- up to six times-- in an effort to obtain a completed census form. Addresses that are designated as vacant and unoccupied during the Nonresponse Followup operation will have a population count of zero in the 2010

Census, but will still be included in the count. After all, it is a census of both population and housing.

Individuals and families that have moved will be sent a 2010 Census form at their new address. If people have moved in with their relatives or friends they should be counted as part of that household. We have added two new coverage questions to the short form to remind those responding to include everyone living at that address. We also have developed advertising directed at those segments of the population that may have been forced into nontraditional living arrangements because of economic conditions. Our vast network of partner organizations, now numbering over 200,000, also will help us get the message out about the importance of getting counted.

Procedures are in place to count college students that live in dorms or other college facilities. These students will be counted at the university or college dorm or fraternity house where they attend school. We have just completed the advance visit to all group quarter facilities and will begin data collection on April 1 2010. Students living in off campus housing will receive a 2010 Census form at their address and we will ask them to fill it out and mail it back. Parents whose child or children do not live at home will be instructed not to include them on the census form.

- Foreign students studying in the United States are counted at their household location or in college provided housing.
- United States students living abroad are excluded from the Census.

Respondents displaced by natural disaster for an extended period of time will generally be counted where they reside on or about April 1, 2010. Populations affected by Hurricanes Ike, Katrina and Rita will be counted where they currently live and sleep most of the time as of April 1, 2010, not where they may be visiting or staying on that day. For areas that were specifically affected by Hurricanes Katrina, Ike and Rita, we have taken special measures to ensure that we have an accurate count. We have hired staff early, provided extra training, added additional local offices, and launched an aggressive outreach and partnership efforts. Census workers will be hand delivering forms to every housing unit that is or may be habitable in hurricane affected areas in Louisiana, Mississippi, and Texas. These workers will also update our address list and leave a questionnaire for any housing unit not previously identified.

#### **ENUMERATING PEOPLE EXPERIENCING HOMELESSNESS**

In addition to the traditional enumeration of housing units and group quarters, the Census Bureau has developed its Service-Based Enumeration (SBE) operation to reach people experiencing homelessness. These people will be enumerated at the locations where they receive services. The SBE operation was specifically designed to enumerate people who use service facilities because they may be missed during the traditional enumeration of housing units and group quarters. These service locations and pre-identified outdoor locations include:

- **Shelters** - These are emergency and transitional shelters with sleeping facilities for people experiencing homelessness; women fleeing domestic abuse; and children who are runaways, neglected or experiencing homelessness.
- **Soup Kitchens** - These include static physical facilities commonly called meal centers that serve meals to the hungry for free or at a reduced charge; as well as regularly scheduled mobile food vans.
- **Targeted Non-Sheltered Outdoor Locations (TNSOLs)** - These are pre-identified sheltered outdoor locations where people live without paying to stay. These homeless arrangements may include: encampments, populations partially sheltered by large man-made structures such as bridges or overpasses, and parking lot camps to name a few.

The 2010 Census Service Based Enumeration operation will be conducted March 29 through March 31, 2010. March 29<sup>th</sup>, has been designated as the day to enumerate emergency and transitional shelters, and March 30<sup>th</sup>, is the day to enumerate at soup kitchens and regularly scheduled mobile food vans. On March 31st, census workers will enumerate people at targeted non-sheltered outdoor locations (TNSOLs).

Although the Service-Based Enumeration operation is an important part of the 2010 Census, it should be understood that the results from the SBE operation do not provide homeless population counts, nor do the results provide a count of those who use social services at any geographic level. People enumerated at these locations will be included in the areas' population counts.

**CONCLUSION**

Mr. Chairman and Members of the Committee, I want to close by reaffirming the Census Bureau's commitment to an accurate count in the 2010 Census. A decade of planning has ended and now the count begins. We believe we are prepared to face the challenges I have discussed. The Census Bureau looks forward to working with this subcommittee to make the 2010 Census the most successful ever.

Mr. CLAY. Thank you so much, Mr. Mesenbourg. Representative Driehaus, you're recognized for questions.

Mr. DRIEHAUS. Mayor, if you could, just guide us through, you know, what was the thinking? When you initially challenged the Census count or the count that was challenged in 2005 and 2006, what did you learn about the consequences of not accurately counting the population in terms of funding ramifications or other ramifications that would impact a city like the city of Cincinnati?

Mr. MALLORY. Congressman Driehaus, we felt it was very important upon receiving the Census update number in 2006 to really make sure that we had an accurate representation of what was going on in Cincinnati. Obviously, through the Census challenge, we were credited back with more than 22,000 individuals. But through that process we learned that the U.S. Conference of Mayors did an estimate sometime ago—I believe after the previous Census—that for each individual missed, a city is out of about \$2,067 per person per year. So, for the city of Cincinnati, if we look at the count that we believe to be correct that was conducted by Social Compact we are out of about \$104 million in various sources of State and Federal funding for the last 10 years. So, \$104 million that could have gone to do a lot of great things in the city was missed, because we did not get the most accurate count possible.

Mr. DRIEHAUS. You reference Social Compact and the count that was conducted by Social Compact. What methodology was used by Social Compact and are there things that they are doing that we can learn on the Census side as we go through this enumeration? And I'm specifically concerned, obviously, about the hard-to-count populations, you know, what did Social Compact do that might be different than what the Census is doing?

Mr. MALLORY. Social Compact is an organization that really focuses on information, information mining. They specialize in it is what they do. They are a non-profit organization. They have no interest other than providing accurate information to whoever it is that seeks the information. They use 27 different data points to establish that a person may be living at a particular address. So—excuse me—in addition to using certificates of occupancy, they use things like Duke Energy bills and telephone bills and credit card information and cable bills, to determine that a person may be living at an address. Those are things that can sometimes—things that are missed in the current processes that we have.

Mr. DRIEHAUS. Mr. Mesenbourg, following up on that, this is a concern of mine, and I think it's the concern of many on the subcommittee. That because, you know, we do go out there and we depend upon the Census forms being returned and then if they are not returned and we go back and knock on the door, and you mentioned you do that up to six times, to what extent are we using secondary resources like the 27 examples—though 27 were not provided—the various examples of secondary resources that are available to us to identify that, in fact, someone is living at the residence? If they didn't answer the door on the second or third time, what's the chance that they are going to answer it on the third or sixth? Doesn't mean they don't live there, just means we are not counting them. How are we, as the Census, using this secondary information to make sure the count is accurate?

Mr. MESENBURG. Perhaps a few words about the challenge process of the pop estimates. The pop estimates—we put out estimates for the Nation, for States, for counties and for local jurisdictions. The State—the national, State, and county levels are based on administrative records. And what is key is what the 2000 base was. So, that is basically the starting point. We then add births. We subtract deaths, and then we collect a measure of migration, both international and national—domestic. Those figures are put out, the national and State in December. The sub-county levels typically in the May/June period.

Mr. DRIEHAUS. If I could stop you for a second. You mentioned your base is the 2000 count. Now, we have an example when that was challenged and effectively challenged. So, do we still use the 2000 count for the base or do we use an alternate base depending upon a challenge?

Mr. MESENBURG. We use the 2000 base as the base for the population-estimates program. Those are events come from administrative records: Births, death records, and the international migration and the net migration. The Census, what we are going to do is, we are going to use the Master Address file that we have created over the decade. So starting in 2007, local jurisdictions have the opportunity to review our address file and update that and provide us with additional lists. In fact, Cincinnati provided us with 13,000—12,000 to 13,000 additional addresses. Those addresses then went into what we call the Address Canvassing Operation where we send 150,000 enumerators across the country between late March 2009 and July 2009. The purpose of that operation was to get at as complete an address list as we could before the Census. We provided feedback back to the local jurisdictions, and they had the opportunity to appeal those addresses, and the addresses that they appealed are going to be included in the Census mail.

So, the key to a complete Census is the completeness to our—of our Master Address file. So, beginning next week we will mail out 121 million questionnaires to all of those city-style addresses listed on the Master Address file. If people take 10 minutes to complete the form and send it back, an enumerator will never show up at their doorstep. If they don't, beginning May 1st we will send enumerators out and we will contact individuals up to six times. You're perfectly right, Congressman, it's not always obvious if somebody is living at that address, but we will take every effort we can to verify that. We do not rely on administrative records to make that determination. We depend on personal observations by the enumerator to do it. If the enumerator cannot—tells us that address is vacant or should be removed from the mail list, we go out and do one more check between mid July and mid August to verify that is actually a vacant and deleted effort. So we think we go to great lengths to make sure that we do not incorrectly delete any address off the address list.

But to answer your question, we do not use administrative sources to make that determination. There may still be a utility connection and no one lives in the home. What we do depend on are partners like Complete County Committee in Cincinnati, local organizations in that area to help us get the message out to folks about how important it is to participate in the Census.

Mr. DRIEHAUS. Is the use of those secondary documents prohibited?

Mr. MESENBURG. It's not prohibited, but it's given that we will probably be sending enumerators out between 48 and 49 million housing units. It's just not statistically feasible to use those and to have any hard evidence that the housing unit is actually occupied or it's vacant.

Mr. DRIEHAUS. But it does seem to me that if you are aware that there's a utility bill being paid, you know, at an address, if there's a cable bill being paid at an address, or you are aware that the property has been sold, at sheriff's sale, that would give you a pretty good indication as to whether or not an individual lives there. Now, you could go up to those homes and knock on the doors repeatedly and not have a good idea if someone lives there or not, but it seems to me that there are secondary resources that would allow you to make a pretty good guess as to which households and which apartments remain occupied, you could go back to those individual residents.

Mr. MESENBURG. Well, it could potentially provide housing information whether the housing unit was occupied or vacant. The administrative sources would not provide any information about how many individuals reside in that household, what their age was, what their characteristics are. So, that would be of a major—that would be a major problem from the perspective of the count.

Mr. DRIEHAUS. Sure.

Mr. MESENBURG. It could be useful in proving the count of occupied housing units. It would not help us much in terms of getting the count of the individuals that reside in that housing unit.

Mr. CLAY. Mr. Mayor, there's a wide variance in the Census estimates of 2005, 2006, from 308,000 to—you found 378,000? I mean, Social Compact. That's quite a wide variance. Could you talk a little bit about your work with the U.S. Conference of Mayors, if they found an additional 70,000 in a city like Cincinnati, then what impact does that have nationally in cities such as Atlanta or other major American cities? Are we missing the count? Are we that far off the count?

Mr. MALLORY. Well, Mr. Chairman, in some urban areas throughout the United States, certainly, I think we are. The U.S. Conference of Mayors has been focused on the issue for quite some time. As you can imagine, this is what the conference does is it concerns itself with the issues that mayors face specifically. And we have seen in community after community under-counts in predominantly urban areas that have resulted in funding that does not come through, not—you know, inappropriate representation in Congress and so on. The group that I've mentioned, Social Compact, has not just done the drill-down study in Cincinnati, they have done it in a number of cities across this country. They did it in Miami, in Detroit. They have done it in quite a few cities. I believe they did it in St. Louis as well.

This is really an issue for the Nation itself, and working through the Conference of Mayors we have been trying to bring about awareness of the problem, trying to get mayors engaged so they understand they have to partner with the U.S. Census. It's cities that have and collect the information that is used in the Census chal-



lenge. The Census is simply asking you to fill out a form and to say, you know, how many numbers go in the various columns. We have all that information. So it's incumbent upon us as city mayors and city administrators of doing a good job of tracing the information so we can be as accurate as possible when the Census comes around.

Mr. CLAY. We will be—this subcommittee will be very interested in engaging with you and the U.S. Conference of Mayors in preparation for 2020 on how we can look at best practices, and figure out how we can get a more exact science here. I mean, in your unqualified estimate, when all of the numbers are in in the 2010 census, what do you think the population of Cincinnati will be?

Mr. MALLORY. Well, I'm hopeful that we will be able to illustrate that we have at least 378,259 people. We are going to work very hard to ensure that we get the most accurate count possible. I will say that there are still a number of concerns that U.S. Conference of Mayors has about how Census data is collected, about certain processes, certain issues that have been followed. I think that's been in the hall of Congress for a long time, but I think mayors will add their voices to the chorus saying that there do need to be some changes.

So, I'm hopeful that we will come out of this with 378,259, but we will have to see.

Mr. CLAY. And apparently, you understand the importance of the Complete Count Committee as far as increasing awareness in the communities of the Census among hard-to-count populations. Can you give us some examples of Complete Count Committee and encouraging participation? I heard you say you started a Complete Count Committee in 2008?

Mr. MALLORY. We started 2 years ago, which is probably not typical for cities to do. The whole goal of Complete Count Committee is to make sure that the information about the importance of the Census is getting out. I think one of the advantages we have in Cincinnati is that I have been talking about the Census since 2006, because of the Census challenge. I'm hoping that people will be so tired of hearing me talk about it that they will fill out the form just to shut me up. We certainly have encouraged other cities to do the same thing, to set up their Complete Count Committees.

I will tell you that there are cities that have not done it at this point in time and that's unfortunate, because it really takes someone from each of the targeted populations that can talk to those populations to get them to understand the importance of filling out that form and sending it back. There is still mistrust. There's still people that have concerns about the information being released to some other governmental agency, and I think we talked about this at length. Census data cannot be released in detail. It will not be shared with any other governmental agency.

Sometimes that's a tough message to get across to people. We have tried very hard to get people that represent basically every community of the city filling out the form and sending it back.

Mr. CLAY. And the Census communication plan will convey that message also that the information that you provide will be confidential, will not be shared with any other governmental entity. As you say, it will be kept for 72 years.

Mr. Mesenbourg, best practices. You know, looking at a group like Social Compact, how does work with the bureau on what will be best practices to—to motivate hard-to-count communities and to get the most accurate count possible for a future Census? And I look forward to working with you all to see if we can change some of the processes. I mean, you just mentioned in your opening statement that some of these practices have been going on since 1790, the first Census.

Mr. MESENBURG. With technology—technology has changed and I think there are great opportunities to leverage the local update of the Census address program, that now we did one time before the—census. So, I think it's critical as we start thinking about the 2020 census that we think of a process that is an ongoing process with local jurisdictions so they can feed us that information. So, we are not in 2018 starting with an address file that we need to update at that point but rather that we are in a position where the address file has been updated all through the decade with input from our local jurisdictions and our local partners, and we are more than willing to work with groups like Social Compact about how best to do that.

And I think one of the big advantages of the challenge process is what it has done. It has convinced mayors in some cities about the importance of providing up-to-date information about construction permits, starts, and houses, housing units, and such; those all are input that can help us improve the address files. So, we look forward to coming up with new ways of doing that and certainly a lot of this information is available electronically, and we should be able to leverage that.

Mr. CLAY. Very good point on the challenge. Representative Driehaus?

Mr. DRIEHAUS. Thank you, Mr. Chairman. There was an article in the paper—I don't know if it was yesterday or a few days ago—about hiring especially in some of the hard-to-count neighborhoods and the difficulty we have seen in hiring given our dependence on enumerators and knocking on those doors. It concerns me that we are having difficulty hiring people from those very neighborhoods that we care so much about.

Can you help me better understand how we are approaching that and whether or not we are making progress here in Cincinnati and throughout the country when it comes to local hirers who might be more familiar with the populations in those given neighborhoods?

Mr. MESENBURG. Sure, Congressman. A key tenet of our hiring is recruit and hire locally. This is especially critical as we look forward to the non-response followup operation that begins in May. We think it's critically important that the folks at these places that end up knocking on doors are people from those neighborhoods, people that are recognized within that neighborhood. So, our whole strategy will be to hire locally.

Now—and I think you were referring to the USA Today article, that pointed out Cincinnati was one area where we are having some issues finding people with certain language skills. We continue to work that hard. Overall, for the nation, we are actually running at about 120 percent above our applicant target. Not surprising, given economic conditions. Where we have special language

skills, we advertise those and those folks will go through a different process.

So, we are focused on the 5-percent of the local Census offices, and we have 494 of those scattered across the United States. For 95 percent we are ahead of target in terms of applicant, 5 percent we are experiencing problems, and those 5 percent we are focusing hard on getting the right kind of people in to apply. One of the ways we do that is also to use our partnership network to get the message out, get people of those language skills to actually come and take the test and score.

So, to get hired, it's a completely competitive process. So, we start with the highest score and work our way down, but if we need people that speak Polish, Russian, something like that, that will become a different list of applicants and we will interview off that process.

Mr. DRIEHAUS. Are you convinced that those hires are going to be made before April 1st or shortly thereafter?

Mr. MESENBURG. Those hires will be made by April. We will start training for the non-response followup about the third week in April, and those folks will start knocking on doors May 1st. So we—our goal is to actually have more applicants than we need to hire. Actually, about a factor of about four times as many people as we are going to hire, and we are making some progress across the country, but we have a few pockets that we have to do even more work on.

Mr. DRIEHAUS. And how long is the non-response followup going to take?

Mr. MESENBURG. Non-response followup is scheduled to go from May 1st to July 10, 2010, but that will depend on the cooperation of the American public. So, our greatest wish is that we have a tremendous response rate and will be able to finish that non-response followup even faster. If we have a worse-than-anticipated response rate, it will take a little bit longer. But if we do end early, the enumerators that we used on non-response followup will move into what we call "Vacant Delete Check."

This is what I was mentioning earlier. If cannot—if we identify an address or housing unit as being vacant or unoccupied during non-response followup, we will send another enumerator out to verify that, and that will start about mid-July through mid-August, that operation.

Mr. DRIEHAUS. Thank you.

Mr. CLAY. Thank you, Mr. Mesenbourg. In the 2000 census with group-quarters, was the under-count, what is the Census Bureau doing differently this year from how it handled group-quarters in 2006?

Mr. MESENBURG. We have done a couple things different, Chairman, this time. The first we basically integrated the group quarter addresses into the Master Address file.

Mr. CLAY. OK.

Mr. MESENBURG. In 2000 we had a separate address file for group-quarters versus housing units. This time as part of the address canvassing operation that we did in 2009, we went out and checked out the addresses. If the address appeared to be a group-

quarters or we were not quite clear whether it was a housing unit, we marked it as an other living-quarters.

And then between September 23rd and October 23rd, we did a separate address validation of about 2 million of these other living quarter addresses. Turned out about 12 percent of them ended up to be group-quarters. Those could be dormitories, nursing homes, prisons, etc. So, that was one big change to get the address correct.

Starting March 1st, we did what we call a Group-Quarters Advanced Visit where we sent an enumerator out to all of the group-quarters across the United States that was to establish contact. So, for example, the University of Cincinnati, we sent one of our staff out to meet with staff from Cincinnati and find out what is the best way to get data on all the students that live in dormitories, fraternity houses, sorority houses and so on; and we'd also asked questions: Where is the local housing in the Cincinnati area?

Starting May 1st, then we will—that contact person will go back to their contacts at the University of Cincinnati and they will work on delivering forms, and with that contact we will address a form for every individual that lives here, and then we will arrange with the contact when we should come back and pick up those forms, if there are any special circumstances in terms of students who might be off. It's spring break, we work on that.

I think those are going to be—the big changes are we think we have a much better address list, and we have a very focused operation through this advance visited and enumeration—

Mr. CLAY. Thank you for that. According to the Bureau, Census Tract 16 here in Cincinnati is the hardest to count in all of the State of Ohio, and the sixth hardest to count in the country. What additional measures is the Bureau taking to reduce this significant undercount in this tract?

Mr. MESENBOURG. Our whole focus is on counting the hardest to count tracts. That has been the focus of our advertising campaign and our partnership program. So, I think there are a number of things that we implemented that ought to help. For the first time, this will be a short-form-only Census. It's "Ten questions. Ten minutes." In 2000 and the previous Census, 1/6th of the housing units got a long form. So, this Census you'll only get a short form.

In areas with high Hispanic populations, 20 percent or more of the population, we will be sending out a bilingual English/Spanish form to those areas, and our testing has shown that brings in a higher response rate.

Now, for the hardest to count tracts—and this is based on their mail-back response rate in 2000 as well as later data in the American Community Survey. Beginning around the 1st through April 3rd, we will re-mail questionnaires to every address in those hardest to count areas. So, tract 16, everyone in that tract will get a Census form March 15th through March 17th, and then we will followup with a complete re-mail on April 1st to April 3rd. Testing has shown that should bump up the response rate also.

This is a first time we have done a replacement mailing in the Census. We had not done that previously. And then we have a new program that we are going to unleash on April 10th. We are calling it a Neighborhood Blitz. This is being organized in those areas that

we do a replacement mailing and those are all the hardest to count areas.

We are working with our partners to actually make an event on that Saturday. It could be fire trucks going through the neighborhoods with Banner 2010. We are providing some T-shirts and that sort of thing. But it's really to get the message out how important it is to send that form out.

The reason we are targeting the tracts where we are doing the replacement mailing is we will have just delivered another form to them. So, we want them to take the time to fill it out and get it back, and we are hopeful that will help. We are also advertising in 28 languages this time compared to about 18 last time. Our partnership staff, which I think is going to be key in doing this—we had about 600 people in 2000. We have 3,000 people in 2010, and they speak 124 different languages in total.

So between the replacement mailing, the short form, the partnership program and the communication campaign we think—we are quite hopeful that this is going to raise the response rate in the hardest to count tracts.

Mr. CLAY. Thank you for that answer. Representative Driehaus?

Mr. DRIEHAUS. When you mention the Hispanic communities, and the concentration of Hispanics in the given communities, how large of an area are you talking about when you are talking about the bilingual—we have a very small pockets within a given Census tract, but there might be a high concentration of Hispanic households, for instance, in that very small pocket.

Mr. MESENBURG. We look at the Census tract level.

Mr. DRIEHAUS. OK.

Mr. MESENBURG. That typically has about 4,000 individuals in it. If 20 percent or more of the housing units were Hispanic then we target them to get a bilingual form.

Mr. DRIEHAUS. Within the entire Census tract?

Mr. MESENBURG. Within the entire Census tract. So, the entire tract gets a bilingual form. After all, we don't know what language folks speak at any specific address. Now, if for some reason people did not get a bilingual form and want a form in Spanish, Chinese, Russian, Korean or Vietnamese, they can call our telephone assistance number and we will send them a form in that language to help them also.

Mr. DRIEHAUS. Mr. Mesenbourg or the mayor, how are we partnering with Cincinnati Public Schools? When I think of hard-to-reach populations, the first-generation immigrant population, we find those families in Cincinnati Public Schools through the Academy of Foreign Languages or other schools that we have here in Cincinnati. Are we partnering in some way with Cincinnati Public Schools to reach out to families in some way to help them to better understand the importance of the Census?

Mr. MESENBURG. We have a Census in Schools Program that basically targets every school district in the United States, and we provided—we provided information, basically a curriculum plan that they can use. We agree wholeheartedly, Congressman, with your assessment that very often the best way to reach a family is through their children.

So during March—and each school district can pick what week they do it—but during March they are going to do a curriculum that focuses on how to use Census figures and then also take home the message that the 2010 census Form is coming out in mid March and go home and tell their parents that it's important that they participate.

Mr. CLAY. Any more questions for this panel?

Now, let me thank both witnesses for your testimony today. Again, Mr. Mayor, thank you for your hospitality. This is my first time to Cincinnati. You have a wonderful city, beautiful attractions, and I will be back. This panel is dismissed.

Mr. MALLORY. Thank you very much.

Mr. MESENBOURG. Thank you.

Mr. CLAY. Thank you. Bring the second panel forward, please. We will now hear from our second panel. Representative Driehaus will introduce the panel.

Mr. DRIEHAUS. Thank you all very much for being here today. If I could just briefly go through the members of the panel before us.

Our first witness is Mr. David Scharfenberger, director of training with the Working in Neighborhoods Organization here in Cincinnati. Working in Neighborhoods is an advocacy organization for home ownership. David has trained community leaders for over 30 years and brought people together to improve their communities. On the foreclosure issue, David has developed outreach efforts to inform groups about what they can do to address this issue and the resources available. A graduate of Xavier University, David also has a Masters in Social Work from the University of Louisville.

Next we will hear from Jason Riviero. Jason currently serves as the Ohio State director of the League of United Latin American Citizens [LULAC]. LULAC is the oldest and largest Hispanic civil rights organization in the country. Under his leadership, LULAC has obtained over \$500,000 to fund educational programs across the country. In addition, Jason led the campaign to bring the 2011 LULAC National Convention here to Cincinnati, which will bring over 15,000 attendees and over \$3 million in revenue to the city.

Next on our panel is Ms. Suzanne Hopkins, director of programs, the Center for Independent Living Options. Suzanne has 18 years in the disability services field. She manages the staff of CILO, which is the oldest center for independent living in Ohio, serving individuals with disabilities in the Greater Cincinnati, Northern Kentucky region. Founded by individuals with disabilities and chartered in 1977 as a 501(c)3, is governed, managed, and staffed by a majority of professionals with disabilities. CILO programs include peer support, housing referral, and personal assistance services. Suzanne was the 2001 recipient of the Dixie Harman Memorial Award recognizing her advocacy for those with disabilities.

Next, we will hear from Josh Spring, executive director with the Greater Cincinnati Coalition for the Homeless. Josh graduated from Xavier University with a Bachelors degree in social work and is a licensed social worker. Josh came to his position at the Coalition for the Homeless upon completing his tenure with the Over-The-Rhine's 250 unit community housing.

Our final panelist is Mr. Todd Duncan, director of housing and food services at the University of Cincinnati with a total enroll-

ment of over 40,000 students. Mr. Duncan is tasked with not only student housing but also with coordination and management of the campus's recreation center, which exemplifies the trends on college campuses for multi-use/multi-functional facilities. Mr. Duncan has served in similar positions at Northern Kentucky University, the University of Central Oklahoma, and Lindsey Wilson College. Mr. Duncan began his career at Western Kentucky University earning a Bachelor of Science in social studies and a Masters in education.

I thank you all for appearing before us today.

Mr. CLAY. Thank you so much, Representative Driehaus. It's the policy of the subcommittee to swear all witnesses in. Would you answer in the affirmative?

[Witnesses sworn.]

Mr. CLAY. Thank you. You may be seated. Let the record reflect that all witnesses answered in the affirmative. Each of you will have 5 minutes to make an opening statement and your complete written testimony will be included in the hearing record, and Mr. Scharfenberger, you may proceed.

**STATEMENT OF DAVID SCHARFENBERGER, LEAD ORGANIZER,  
TRAINING & OUTREACH PROGRAMS, WORKING IN NEIGHBORHOODS [WIN]**

Mr. SCHARFENBERGER. Chairman Clay, Congressman Driehaus, and members of the Information Policy, Census, and National Archives Subcommittee, I want to thank you for the opportunity to address you today regarding the hard-to-count populations in greater Cincinnati. I am here specifically to address the living conditions of those who have experienced or are going through foreclosure.

My position at Working in Neighborhoods as director of training and lead organizer for Working in Neighborhoods, which is a non-profit organization located in Cincinnati that began in 1978 with the focus of empowering residents to improve their own communities and improved housing and community development.

WIN is a HUD-certified foreclosure prevention and housing counseling agency serving Hamilton, Butler, Clermont, and Warren counties in Southwest Ohio. WIN has a track record of over 30 years of working with financial institutions and developing opportunities for qualified families to become homeowners. Since 1999, we began to see startling increases in the number of foreclosures.

In order to respond to this need, WIN dedicated staff to provide individual counseling and advocacy for those families to help them work out plans to save their homes. Last year over 700 families contacted us requesting assistance in saving their homes. Of these families, many get discouraged, and just give up or do not follow through. Because we have longstanding relationships with banks and the skill and persistence of our staff, we are able to save about 70 percent of the families with whom we work.

In an attempt to document the number of families that lose their homes in Hamilton County we began to track the homes lost to due to foreclosure, actually sold at sheriff's sale since 19—since 2002 we began this study. We record homes listed for sheriff's sale and sold, recording the address and the lender. We then compile a report, which I brought some copies of, of our last study. That gives

the total number of homes foreclosed on in Hamilton County and breaks this number down by community and by lender.

I will give some of our findings regarding foreclosure based on our research and also our work experience in the field of helping to save people's homes.

Looking at our study, and our last study was done, released in March 2009, and so going back to the last 5 years from 2004 through 2008, the total number of foreclosure filings was 28,520: Homes lost to sheriff's sale during that 5-year period were 14,304 homes. If you assume that there are possibly three people in each home, that means a total of almost 42,912 individuals who were displaced due to foreclosure.

The percentage—if you look at the number of homes lost, and the number of foreclosure filings, the percentage of numbers of homes lost is about 50 percent to those who receive a foreclosure notice.

We have not completed our study for 2009 yet. We do know that there were 6,714 foreclosure filings in 2009 in Hamilton County. If the percentage of properties sold at sheriff's sale to the total number of foreclosure filings is consistent with previous years, we may have lost 3,357 homes last year due to foreclosure with a possible 10,071 individuals displaced.

If you look at the surrounding counties around Hamilton County, Butler, Clermont, Warren what we are seeing in terms of trends is that the increase number of foreclosures, the percent of increase, is going up dramatically in those surrounding counties. That is especially in Warren County last year from 2008 to 2009, and this is taken from statistics compiled by the Ohio Supreme Court that the numbers went up 14.7 percent. That is for Butler, Clermont, and Warren Counties. From 2005 to 2009 Butler County went up 54 percent, Clermont went up 65 percent, and Warren County went up 60 percent.

If you assume that the number of foreclosures is about 50 percent of the filings, that amongst those three counties for last year we may have seen 2,331 homes lost due to foreclosure.

Besides the impact on the actual number of homes—actual number of families who lost their homes due to foreclosure, I think we have all seen research that talks about the impact on the community, and some of those I will just enumerate briefly.

One is the effect on property values. The effect on property values will encourage people to move if their community is going down due to number of foreclosures, and we have seen this in Cincinnati, and certainly Hamilton County; that people will move and will change the makeup and the demographics of those communities. Declining tax revenues for municipalities which means services are harder to fund. Increased cost for taxpayers; certainly more vacant and abandoned buildings creates more expenses for local taxpayers.

And finally, the health and well-being of those communities, because of the health conditions, the declining neighborhood conditions of those communities. These factors may push or encourage existing homeowners in a community to look elsewhere for housing and could result in a totally different makeup or demographics of that community.

I have not seen, and I've asked the question many times, if there's been any tracking of where people go when they lose their



homes. People that normally lose their homes that are in foreclosure, for one thing, are embarrassed. It's not something that they brag about, and if they have lost their home due to foreclosure, you know, there are a number of anecdotal information as to where they go. Some people, maybe, I'm sure find other housing through apartments. Although, many times if you go and try to rent an apartment they look at credit, and your credit rating.

So, if your credit is poor after a foreclosure, it's going to affect your ability to find other housing. They may move in with family. They move to another State or they may become homeless.

Recently, I've just heard stories of—I met with someone from a social service agency last week who talked about, shared a story of another woman in the community that she works in and walked out of her house. This was a fairly middle class community, but she walked out of her house and saw a car that was parked on the street and it ended up being a family of four that had been displaced because of foreclosure. And this woman took the initiative to find housing, but how many people are out there and uncounted?

I certainly—during the first panel—heard a number of testimonies, number of ideas about how to reach those populations that are foreclosed on, homeless, displaced for a number of reasons, and I certainly applaud those efforts. I don't think there's any simple or easy answer to this problem of reaching families who are under growing foreclosure. I think the idea of reaching out, going out into the communities, and knocking on doors, using existing organizations, nonprofits, churches to encourage people to fill out the form are all important.

Certainly, the information that is collected through the Census is important to all of us in terms of documenting what is the change to demographics in the communities that we serve, and we hope that through the Census it will provide us that kind of information. The importance of reaching people, and encouraging people to fill out the forms is essential and we need to do all we can do get this right. Thank you very much.

[The prepared statement of Mr. Scharfenberger follows:]

**Testimony**

**David Scharfenberger**

**Lead Organizer, Training & Outreach Programs, Working In Neighborhoods (WIN)**

**The Information Policy, Census and National Archives Subcommittee,  
Oversights and Government Reform Committee**

**Field Hearing: "The 2010 Census: Hard to Count Populations with Special Living Conditions."**

**Monday, March 8, 2010, 2 p.m.**

Chairman Clay, Congressman Driehaus and members of the Information Policy, Census, and National Archives Subcommittee, I thank you for the opportunity to address you today regarding the enumeration of specific groups due to their living conditions, especially those affected by foreclosures, the homeless, the displaced, and college student population. I am here specifically to address specifically the living conditions of those who have experienced or going through a foreclosure. I am David Scharfenberger, Lead Organizer and Director of Training Programs for Working In Neighborhoods (WIN). Working In Neighborhoods is a non profit organizations located in Cincinnati that began in 1978 with a focus on empowering residents to improve their own communities and improving housing and community development. WIN is a HUD Certified foreclosure prevention and housing counseling agency serving Hamilton, Butler, and Clermont and Warren counties in Southeast Ohio.

WIN has a track record of over 30 years of working with financial institutions in developing opportunities for qualified families to become homeowners and had provided the education and counseling for those families to prepare them to become homeowners. Since 1999, we began startling increases in the number of foreclosures. In order to respond to this need, WIN dedicated staff to provide individual counseling and advocacy for those families to help them work out plans to save their homes. Last year over 700 families contacted us requesting assistance in saving their homes. Of these families, many get discouraged and just give up or do not follow through. Because of long standing relationships with banks and the skill and persistence of our staff, we are able to save about 70% of the families with whom we counsel. Even with limited resources we are able to do a great deal.

In an attempt to document the number of families who lose their homes in Hamilton, we began to track the homes lost due to foreclosure and actually sold at sheriff's sale through our doors since 2002. We actually record the homes listed for sheriff's sale and sold recording the address and lender. We then compile a report that gives the total number of homes foreclosed, and break down this number by community and the lender/servicer that involved in the foreclosure.

I will give some of our findings regarding foreclosures based on our research and also on our work experience in the field of helping to save people's homes. Then I will share some our questions and concerns in regard to including these families and individuals in the census.

**Findings – Foreclosure Research**

According to research conducted by WIN, a significant number of families lost their homes due to foreclosure to foreclosure. Here are the numbers for the years

<u>Year</u>	<u>Foreclosure Filings</u>	<u>Homes Lost at Sheriff's Sale</u>	<u># of individuals (est.)</u>
2004	4628	2542	7626
2005	5066	2575	7725
2006	5876	3030	9090
2007	6277	3076	9228
2008	<u>6673</u>	<u>3081</u>	<u>9243</u>
Total 2004-08	28520	14304	42912

If you assume that there are 3 people to a family who lived in those foreclosed homes that means the displacement of 42,912 adults and children. I looked at the percentage of the number of homes lost at Sheriff's Sale to those who receive a foreclosure notice. The percentage is about 50%.

We have not completed our study for 2009 yet. We do know that there were 6714 foreclosure filings in 2009 in Hamilton County. If the percentage of properties sold at Sheriff's sale to the total number of foreclosure filings is consistent to previous years, we may have lost 3357 homes to foreclosure with a possible 10071 individuals displaced due to foreclosure.

If we look at the surrounding counties in Southwest Ohio, the increase in foreclosure filings is shocking. The number of foreclosures is less than Hamilton County but the percent increase in filings is amazing. (See below)

<u>County</u>	<u>% of increase 2008-09</u>	<u>% of increase 2005-09</u>
Hamilton	0.6%	33%
Butler	5.9%	54%
Clermont	4.4%	65%
Warren	14.7%	60%

Assuming 50% of the number of foreclosure filings end up in sheriff's sale, we are looking at the following number of foreclosures from 2009.

<u>County</u>	<u>Foreclosure Filings</u>	<u># of foreclosures</u>	<u># of individuals displaced</u>
Butler	3162	1581	4743
Clermont	1342	671	2013
Warren	<u>1498</u>	<u>749</u>	<u>2247</u>
Total	6002	2331	9003

### Residual Effects of Foreclosures

The foreclosure crisis has a profound effect on communities because of resulting glut in vacant properties and created downward pressure on housing values. The growing number of foreclosures has negative impact on local government and affects the well being of communities. These effects include:

**Downward pressure on property values:** A recent study found that a single foreclosed home could negatively affect real estate prices on properties within a ten block radius and last as long as five years. While this negative “spillover” effect is considerably less severe during real estate booms, downturns in the housing market mean a single foreclosure can “discount” surrounding homes by as much as 8.7% (Zhenguo, et al. 2009). Other researchers have estimated that each home foreclosure represents a community-wide loss of \$200,000 in home equity for surrounding homeowners (Apgar, et al. 2005).

□ **Declining tax revenue for municipalities:** Owners of vacant properties are frequently delinquent on their tax bills. Rather than pay their obligations, many landlords wait until tax liens and fines for code violations exceed the property’s market value and then forfeit ownership of dilapidated buildings to municipalities who are then left with the expense of either maintaining or demolishing them (Scafidi, et al 1998).

□ **Increased costs to tax payers:** More vacant and abandoned buildings creates more expense for local tax payers. A study by the Joint Center for Housing Studies at Harvard University examined foreclosure costs in the city of Chicago and found that, in areas where there is a “clustering” of sub-prime foreclosures, the direct costs to the city have exceeded \$34,000 annually per foreclosure. (Apgar, et al. 2005).

□ **Health and well-being:** A 2003 study found a relationship between boarded up housing and mortality risk. The results suggested a link between declining neighborhood conditions and a reduction in quality of life. Residents in communities with substantial property abandonment appeared to face barriers to developing social relationships and opportunities to participate in physical activities that are beneficial for physical and mental health (Cohen, et al 2003).

(From WIN’s 2008 Foreclosure Study- “The Crisis Next Door”)

These factors may push or encourage existing homeowners in a community to look elsewhere for housing and could result in a totally different make-up of the community in terms of demographics and number of homeowners and number of renters.

### Where Do People Move

We have not seen any studies that track where people go once they lose their home due to foreclosure. Our work is focused on helping people stay in their homes and for that we are successful. However, for families who do lose their home or for those who just give up because other avenues that they have pursued did not work, we do not know for sure where they go. They do not come to us to tell us where they have moved.

We have received anecdotal information or stories about where they go. From this information we understand they find an apartment (although this can be difficult because of a now poor credit rating); move in with family; move to another state, or become homeless, maybe living in a homeless shelter or living out of their car.

A few days ago, a worker from another Social Service Organization related a story to me of such a situation. A woman came out of her house and saw a car parked across the street from her. As she walked closer to the car she realized that there was a family of four sleeping out of a car. This woman took the initiative to talk to the family and found out that they were homeless and had no place to go because they had lost their home. She did not feel that she could walk away and not offer to help. The woman helped them find a place to live. How many more families are homeless or living in poor living conditions with little income, poor credit and without any home?

If a family is still living in their home but facing foreclosure, will they fill out the census form? They may not know how to answer certain questions and may feel embarrassed to answer questions of residency and homeownership if they do not know how long they will be in the home.

#### **How To Reach Families Who Have Lost Their Homes Because of Foreclosure**

Certainly there are not any simple or easy answers to this problem of reaching families who are undergoing foreclosures. The Census Bureau needs to continue to utilize existing social service organizations, non profits, churches and other civic organizations to reach out to families. Perhaps the Census Bureau could also reach out to governmental branches (especially the courts) and housing counseling agencies, and banks and mortgage companies to ask them to encourage homeowners with whom they contact, to fill out the census.

Counting all individuals and families is so vital in determining the make up of our communities and the basis of many decisions affecting our communities in the future and determining what resources we will have available to address our issues like preventing foreclosures. We need to do all we can.

### References:

- Apgar, William C., Mark Duda and Rochelle Nawrocki Gorey. 2005. "The Municipal Cost of Foreclosures: A Chicago Case Study." Homeownership Preservation Foundation *HousingFinance Policy Research Paper Number 2005-1*, February 27, 2005.
- Cohen, Deborah A. , Karen Mason, Ariane Bedimo, Richard Scribner, Victoria Basolo, and Thomas A. Farley. 2003. "Neighborhood Physical Conditions and Health." *American Journal of PublicHealth*, 93 (3): 467-471.
- Lin, Zhenguo, Rosenblatt, Eric and Yao, Vincent W. 2009. "Spillover Effects of Foreclosures on Neighborhood Property Values." *Journal of Real Estate Finance and Economics*, Vol. 38, No. 4, May 2009
- Scafidi B.P., Schill M.H., Wachter S.M., Culhane D.P. 1998. "An Economic Analysis of Housing Abandonment." *Journal of Housing Economics*, 7 (4), pp. 287-303.
- Supreme Court of Ohio, 2010 "New Foreclosure Filings 2005 through 2009."
- Working In Neighborhoods, "The Crisis Next Door", A Study of Foreclosures in Hamilton County in 2008, March 19, 2008

Mr. CLAY. Thank you very much, Mr. Scharfenberger. Mr. Riviero, 5 minutes.

**STATEMENT OF JASON RIVIERO, OHIO STATE DIRECTOR,  
LEAGUE OF UNITED LATIN AMERICAN CITIZENS**

Mr. RIVIERO. Thank you, good afternoon. Well, Mr. Chairman Clay and members of the committee, Representative Driehaus, thank you for having me here today and on behalf of the League of United Latin American Citizens' National Board, I would like to express our appreciation for allowing us a few short moments to summarize our assessment of the challenges in enumerating the Latino community within our specific region here.

The next few minutes I would like to just point out the impressive figures of growth among new Americans and summarize both the positive elements and areas where our community sees areas of improvement in order to ensure a complete count.

LULAC serves as a deeply committed partner to the 2010 decennial census and its mission of complying with the U.S. Constitution's mandate of counting every person living within this country. All LULAC—national, State, and local officers—have been trained and encouraged to activate LULAC's partnership with the 2010 decennial census. LULAC serves on the National Complete Count Committee and here locally with Mayor Mark Mallory's Complete Count Committee. Despite efforts like the Vitter Amendment and others to discourage a complete count, our initiatives to combat undercount include: Ya Es Hora, a historic non-partisan Latino civic participation campaign launched as the Latino community's action-oriented followup to the immigration mobilizations of 2006.

In addition, we have a large youth-focused social media campaign with Voto Latino; national local training seminars held across the country. In addition, our national staff works with Mr. Thomas Mesenbourg and Ms. Irma Harahash of the National Census office to help increase the employment of Hispanics in the 2010 census.

Representing Ohio, I'd like to point out just a few important statistics because traditionally when you look at Ohio you don't consider it one of the traditional destinations for many Latinos or new immigrants. However, looking at the figures over the past 10 years it's quite a surprising jump.

So, in 2007, the foreign-born share of Ohio's population rose from 2.4 percent in 1990 to 4.7 percent, which equals roughly about 420,000 immigrants: Of that figure, more than half are Latino. Economically, the 2008 purchasing power of Ohio's Latinos totaled 6.1 billion, an increase of 291 percent since 1990. Moreover, the State's 7,109 Latino owned businesses had sales receipts of 1.3 billion and employed 11,348 people back in 2002. On a smaller scale the 1.1 percent of the State's work force of estimated 65,000 workers were undocumented based on the 2008 figures.

However, if this percentage of unauthorized immigrants were removed from Ohio, the State would lose 4.1 billion in expenditures, 1.8 billion in economic output and approximately 25,000 jobs.

These aforementioned figures, although impressive, are most likely only telling half the story, I believe and most of our partners do too. It is my professional opinion that Ohio's Latino population

is much higher than the level of businesses sustained in our community. As a nontraditional destination, Ohio and Cincinnati has over the past 10 years become a destination for new immigrants 0–5 years in the country. In Cincinnati alone the economic growth from 1990 to 2005 was 43 percent, shadowing the 2.3 percent increase of the percentage point share among immigrant workers. The bottom line is that emerging areas like Cincinnati deserve just as much of a focus in effort from your traditional Latino urban areas.

So, let me preface my next two points which is what will basically summarize where we see the positive, and where we see some areas of improvement. The first one is, of course, it's difficult to baseline this just based on the 2000 census because we have seen a tremendous jump and a tremendous effort, and I think even within the national offices of the Census are deeply committed to this. We can see this in the funding of the media campaigns that are going across the country. During the group-quarter enumeration process, the U.S. Census team at both the national and local offices throughout Ohio have exceptionally branded the Be Counted message.

Nationally, the multi-million dollar campaign launched among Spanish language media has been effective and demonstrates a commitment by the national office to make a strong case for enumeration.

Locally, we have seen U.S. Census ads in Spanish language media and Partnership Specialist active in numerous community activities spreading a concise message of the newly revised form, which is less intimidating, obviously, for many immigrants. The public relations campaign has engaged local organizations and leaders who in turn are ensuring that individuals have nothing to fear when filling out the Census form.

In Cincinnati, I can personally confirm the local field offices success in establishing meaningful partnerships with grass-tops and grassroots leaders.

The other spectrum I would like to point out is the Hispanic recruiting effort—and this is where we see significant recruiting efforts and I'm sure people have heard this in the past. However, this is of particularly important interest, because it's not just about hiring people within our own community, but it's also an effective tool to enumerate in the process. So, unlike the U.S. Census Campaign awareness efforts, the factor which will truly determine high enumeration, is the factor in which we see a falling grade.

This is demonstrated in several regions. I would like to point this out. Based on the Chicago Census Region, we had 2.9 percent of those employed were Hispanics out of Chicago. That was at 2000, so the fall of last year, OK. The Charlotte Regional office of 2.9 percent after the 2000 and—2498 DAPPS, which is the Decennial Applicant Personnel and Payroll System. The percentage of Hispanics dropped to 1.2 percent. The Detroit office with 3.48 percent, indicating the regional office was 4.4, after hiring the 2250 DAPPS, it dropped to 0.97 percent. This is a very dismal record, I believe, in the Census headquarters at that time. And the fall was 4.43.

Reports of total Hispanics in the U.S. Census Bureau work force as of September 2009, employment statistics submitted by the U.S.



Census pursuant to LULAC Census Commission's specific request, indicates as of pay period ending September 12, 2009, as follows—I have the figures there statistically, but you can see them. They are all within single digits, especially within areas that you have a higher double-digit count of Latinos living in areas up to 20 percent in some cases.

Within Ohio alone, I can only count, I personally know that there's four to five supervisory positions that are filled by Latinos. I listed them there that I know; that could have changed here recently. I don't know if Cincinnati has hired anyone up to this point for partnership; that could have changed. And where I see that—we have a strong connection.

Let me point this out so that we are clear. The national offices are very supportive of this effort, and I believe the local offices are as well. But where we are seeing the backlog and really the problem situation is with our regional offices, OK. To where we are sending applicants—somehow the problems are there.

I think our recommendation is that there are some specific cultural nuances and barriers that are preventing applicants from coming forward and unless we are able to really increase those numbers, it's going to be very difficult, and considering especially in the Hamilton areas that are very hard-to-count.

Because, traditionally—and I've seen this—this is more than just having a form that is in Spanish. It's also having people that understand the culture, and that basically, you know, look like you and me. That is a fair case to make, I believe.

So, as a State Director for Ohio I would like to thank you for the opportunity to share our insight as it relates to the Latino community and I would like to open it up for questions.

Mr. CLAY. Thank you so much, Mr. Riviero, and we will now go to Ms. Hopkins for 5 minutes. You may proceed.

[The prepared statement of Mr. Riviero follows:]



***"The 2010 Census: Hard to Count Populations with Special Conditions"***

***Testimony before the Information Policy, Census, and National Archives  
Subcommittee, Oversight and Government Reform Committee***

***Submitted by***

---

***League of United Latin American Citizens of Ohio***

***March 8, 2010***

***University of Cincinnati  
Cincinnati, Ohio***

**Jason Riveiro  
Ohio State Director  
League of United Latin American Citizens  
P.O. Box 982  
Cincinnati, OH 45201  
Phone: 513-482-1814  
Web: [www.lulac.org](http://www.lulac.org) or [www.lulacohio.org](http://www.lulacohio.org)**

### LULAC and the 2010 CENSUS

On behalf of the League of United Latin American Citizens' National Board, I would like to express our appreciation for allowing us a few short moments to summarize our assessment of the challenges in enumerating the Latino community within the region. Over these next few minutes, I would like to point out the impressive figures of growth among new Americans and summarize both the positive elements and areas where our community sees areas of improvement in order to ensure a complete count.

LULAC serves as deeply committed partner in the 2010 decennial census and its mission of complying with the U.S. Constitution's mandate of counting every person living in this country. All LULAC, national, state, local officers have been trained and encouraged to activate LULAC'S partnership with the 2010 decennial census. LULAC serves on the National Complete Count Committee and here locally with Cincinnati's Complete Count Committee. Despite efforts like the Vitter Amendment and others to discourage a complete count, our initiatives to combat undercount include: *Ya Es Hora*, an historic non-partisan Latino civic participation campaign launched as the Latino community's action-oriented follow-up to the immigrant mobilizations of 2006; A youth focused social media campaign with Voto Latino; National and local training seminars held across the country; and working with Mr. Thomas Mesenbourg and Ms. Irma Harahash of the National Census office to help increase the employment of Hispanics in the 2010 Census.

### The Political and Economic Powers of New Americans in Ohio

In 2007, the foreign-born share of Ohio's population rose from 2.4 in 1990 to 4.7 which equals close to 420,000 immigrants<sup>1</sup>. Of that figure more than half or 286,673 are Latino<sup>2</sup>. Economically the 2008 purchasing power of Ohio's Latinos totaled \$6.1 billion—an increase of 291% since 1990<sup>3</sup>. Moreover, the state's 7,109 Latino-owned businesses had sales and receipts of \$1.3 billion and employed 11,348 people in 2002<sup>4</sup>. On a smaller scale, 1.1% of the state's workforce or 65,000 workers were undocumented based on 2008 figures<sup>5</sup>; however, if all unauthorized immigrants were removed from Ohio, the state would lose \$4.0 billion in expenditures, \$1.8 billion in economic output, and approximately 25,019 jobs<sup>6</sup>.

<sup>1</sup> 2007 American Community Survey (1-Year Estimates).

<sup>2</sup> Ibid.

<sup>3</sup> Jeffrey M. Humphreys, *The Multicultural Economy 2008* (Athens, GA: Selig Center for Economic Growth, University of Georgia, 2008).

<sup>4</sup> U.S. Census Bureau, *Hispanic-Owned Firms: 2002*, August 2006.

<sup>5</sup> Jeffrey S. Passel and D'Vera Cohn, *A Portrait of Unauthorized Immigrants in the United States* (Washington, DC: Pew Hispanic Center, April 14, 2009).

<sup>6</sup> The Perryman Group, *An Essential Resource: An Analysis of the Economic Impact of Undocumented Workers on Business Activity in the US with Estimated Effects by State and by Industry* (Waco, TX: April 2008).

These aforementioned figures, although impressive, are most likely only telling half the story. It is my professional opinion, that Ohio's Latino population is much higher based on the level of businesses that are sustained by our community. As a non-traditional destination, Ohio and Cincinnati has over the past ten years become a destination for new immigrants 0-5 years in the country. In Cincinnati alone, the economic growth from 1990 to 2005 was 43% shadowing the 2.3 increase of the percentage point share among immigrant workers<sup>7</sup>. The bottom line is that emerging areas like Cincinnati deserve just as focused efforts as you traditional Latino urban areas.

### **Campaign Awareness**

During the Group Quarter Enumeration process, the U.S. Census team at both the national and local offices throughout Ohio have exceptionally branded the *Be Counted* message. Nationally, the multimillion dollar campaign launched among Spanish language media has been effective and demonstrates a commitment by the National office to make a strong case for enumeration. Locally, we have seen U.S. Census ads in Spanish language mediums and Partnership Specialist active in numerous community activities spreading a concise message of the census' newly revised form. This public relations campaign has engaged local organizations and leaders which in turn are ensuring that individuals have nothing to fear when filling out a census form. In Cincinnati, I can personally confirm the local field offices success in establishing meaningful partnerships with grassroots and grassroots leaders.

### **Hispanic Recruiting**

Unlike the U.S. Census Campaign awareness efforts, the factor which will truly determine high enumeration, is the factor in which we see a failing grade—Hispanic recruitment. This is demonstrated in several regions including the U.S. Census Chicago Region, which had 2.9% Hispanics as of August 2009. The Charlotte Regional Office was at 2.49%, and after hiring 2498 DAPPS (Decennial Applicant Personnel and Payroll System), the percentage of Hispanics dropped to 1.2%. Also, the Detroit Regional Office was at 3.48%; and the Kansas Regional Office was at 4.48%, and after hiring 2052 DAPPS, it dropped to 0.97%. This is a very dismal record of Hispanic employment by the U.S. Census. Census Headquarters only has 4.43%.

Reports of the total Hispanics in the U.S. Census Bureau workforce as of September 2009, employment statistics submitted by the U.S. Census pursuant to the LULAC Census Commission's specific request, indicate as, of pay period ending September 12, 2009, as follows<sup>8</sup>:

<sup>7</sup> Fiscal Policy Institute, Immigrants and the Economy: Contribution of Immigrant Workers to the Country's 25 Largest Metropolitan Areas (New York, NY: Dec. 2009).

<sup>8</sup> U.S. Census National Headquarters, titled "August 2009 Total Census Bureau Workforce, Profile--As of Pay Period 18, Ending September 12, 2009."

	<b>Total</b>	<b>Hispanics</b>	<b>Percentage</b>
Census Headquarters	4,647	206	4.43%
Regional Offices' Workforce	6627	495	7.47%
Regional Census Centers NFC	4337	423	9.75%
Regional Census Centers –DAPPS	29818	2284	7.66%
National Processing Centers	3021	179	5.93%
Total HQ,RO,RCC,(incl LCO Staff) And NPC workforce)	48450	3587	7.40%

Working in supervisory positions in Ohio (4-5): Richard Romero, Margarita De Leon, Josue Vicente, Gerardo Colon.

It is my belief that those in Census Headquarters, Mr. Thomas Mesenbourg and Ms. Irma Harahash, are and have been sincere in their efforts to increase the Hispanic employment within the Census, but that commitment has not trickled down to the various Regions.

In summation, LULAC National Board members are very concerned and disappointed. In fact, several state directors, Vice National Presidents and senior advisors of LULAC National reported that none of their recommended Hispanic applicants had been hired. Also, many complained that their Census Regional office has not had the courtesy of sending an acknowledgment or any type of communication to their recommended applicants.

### **Recommendations**

In closing, we would like to commend the efforts to inform the Latino population of the upcoming Census; however, how can we convince people to be counted when they can't even be hired. Like many large organizations, the U.S. Census must not equate the simple translation of forms into a foreign language as the solution to reach Latinos or other hard to count populations. Supervisors and enumerators must reflect the populations they are reaching. Moreover, it is imperative that all employees understand the cultural nuances of hard to count populations. Evaluating the hiring process alone, many Latinos found the process confusing. Every person I know who was hired encountered unnecessary road blocks. In fact, one of the current supervisors in Ohio had to apply twice before being hired.

As the state director of Ohio for the League of United Latin American Citizens, I would like to thank you for this opportunity to share our insight as it relates to the Latino community. Please count us as a partner in this process as we work through the challenges of enumerating our community.

LULAC is the largest and oldest Hispanic organization in the United States. LULAC advances the economic condition, educational attainment, political influence, health and civil rights of Hispanic Americans through community-based programs operating at more than 700 LULAC councils nationwide. The organization involves and serves all Hispanic nationality groups.

**STATEMENT BY SUZANNE HOPKINS, DIRECTOR OF PROGRAMS, THE CENTER FOR INDEPENDENT LIVING OPTIONS, INC.**

Ms. HOPKINS. Thank you, Chairman Clay, Representative Driehaus, and distinguished members of the Subcommittee on Information Policy, Census, and National Archives, for holding this important hearing. I appreciate the opportunity to submit testimony on a topic that could have a significant impact on my own life and the lives of other individuals with disabilities.

Again, my name is Suzanne Hopkins. I'm the director of programs for the Center for Independent Living Options [CILO], that's is our acronym, which serves as an advocacy and public education center for individuals with a broad range of significant disabilities in the seven counties included in the Cincinnati Metropolitan area. CILO delivers high quality comprehensive cross-disability based independent living services to over 1,500 individuals annually.

In CILO'S efforts to serve our consumers we have recognized the following reasons why people with disabilities are under or uncounted. Many people with disabilities do not report or claim to have the disability due to modesty or embarrassment. Another attributing factor is the design of the survey questions. Due to ethnic culture many people do not recognize the name of their diagnosis and, therefore, don't record it.

For instance, diabetes versus bad blood sugar. If we have a national healthcare system it would not be under-reported for each diagnosis or specific type of disability. Also clustering specific types of disabilities into one specific category. For instance, those with blindness and deafness are all listed under sensory conditions in disabilities rather than separately.

A kitchen sink definition of disability, for example: One or more activities of daily living or instruments of daily living such as using a wheelchair, a cane, crutches or a walker or recipient of Federal disability benefits. This definition excludes those with primary disabilities of cognitive or psychiatric disabilities.

Also, not reporting—another reason is not reporting health conditions or secondary disabilities. Many individuals have a primary disability but do not list their secondary disability or other conditions that they may have. Again, depending on ethnic culture or need for personal care assistance those residing in subsidized housing may not report all members in the household due to fear of losing their rental assistance subsidy.

Furthermore, inconsistent reporting definitions of disabilities such as the survey of income and program participation [SIP] Report. They exclude the—excluded on their report are people with disabilities that are unable to work, those who are on SSI, SSCI, Medicaid, Medicare beneficiaries and those who are institutionalized.

In consistent survey questions, to estimate the number of people with disabilities used by the Census Bureau's American Community Surveys and the Bureau of Labor Statistics' Current Operation Survey, subsequently, they will yield different estimates of number of people with disabilities because they identify the population with disabilities differently.

So, those reports are not consistent, those two different reports. Conflicting data could create confusion with elected officials and policymakers who question the data's credibility and reliability. Such an outcome would potentially complicate an independent living center's advocacy effort even more. Careful attention will be needed for how the data is used, how the differences are explained, and what policy conclusions are reached as a result. A possible solution could be to design a Federal program to count the number of people with disabilities.

And, last, unemployment rate among people with disabilities—people with disabilities that are left out of the labor force, because it drops people who have not actively looked for work in the past 4 weeks thus people that are disabled are discouraged in the job search process and it also misses people on SSCI and SSI. It would affect—in regards to funding, the Census data directly effects funding, many programs critical to individuals with disabilities, including programs for education, healthcare transportation, employment training and housing. The Federal Government uses Census information to guide the annual distribution of approximately 15 billion in—people with disabilities.

For example, the information is used to for IL dollars; Independent Living dollars is what the acronym stands for, are allocated to the States based on total population. The population in Ohio is declining; therefore, so is independent living funding, even though the disabled population will be growing because of the aging of the baby boomers.

If the Census provided a means to accurately count people with disabilities in each State, the information could be used in the allocation process. It would also help State and county agencies plan for eligible recipients under the Medicare, Medicaid and supplemental security income programs. Distribute funds and people with disabilities and the elderly under the Rehabilitation Act, distribute funds for housing people with disabilities under the Housing and Urban Development Act, ensure that comparable public transportation services are available for all segments of the population under the Americans with Disabilities Act or Federal grants under the older Americans Act based on the number of elderly people with physical and mental disabilities, and make available special education for children ages 3 to 5 through special education preschools.

As Mayor Mallory testified, and stated in his testimony, Cincinnati is estimated to be undercounted by approximately 45,000 people. We would like to know how many of these individuals have disabilities in the Greater Cincinnati area. For each person not counted, the city of Cincinnati loses \$2,263 per year in Federal funding.

Mr. Chairman and Representative Driehaus, members of the committee, that concludes my testimony. Thank you for this opportunity. I open it up to questions.

Mr. CLAY. Thank you so much. Mr. Spring, you're recognized for 5 minutes.

[The prepared statement of Ms. Hopkins follows:]

**TESTIMONY  
OF  
SUZANNE HOPKINS  
DIRECTOR OF PROGRAMS  
THE CENTER FOR INDEPENDENT LIVING OPTIONS**

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

**Field Hearing  
Monday March 8, 2010  
2:00 p.m.  
Main Street Cinema  
265 Tangeman University Center  
University of Cincinnati  
Cincinnati, Ohio**

***“Census 2010: Hard to Count Populations with Special Living Conditions.”***

I would like to thank Chairman Clay and the distinguished members of the Sub-committee on Information Policy, Census for holding this important hearing. I appreciate the opportunity to submit testimony on a topic that could have a significant impact on my own life and on the lives of other individuals with disabilities. My name is Suzanne Hopkins, and I am the Director of Programs with the Center for Independent Living Options, also known as CILO, which serves as an advocacy and public education center for individuals with a broad range of significant disabilities in the seven counties included in the Cincinnati metropolitan area. CILO was established in 1977 to assist people with disabilities in creating supports they need to achieve their greatest personal potential and independence. CILO's mission is to break down architectural and attitudinal barriers, build bridges to understanding, and create options and choices in the continuous process of empowerment of persons with disabilities. CILO is a network of about 435 centers throughout the U.S. and 11 centers throughout the State of Ohio. CILO's culture is unique to the fact that it is governed, managed and staffed by people with a variety of disabilities. Unlike other service providers, we are who we serve; we share the same interests and concerns as those we serve; and we are also directly and personally affected by the systems and services we seek to change and improve. CILO delivers high-quality, comprehensive, cross-disability based independent living services to over 1800 individuals annually.

In CILO's efforts to serve our consumers, we have recognized the following reasons why people with disabilities are under or uncouncted.

**Reasons why People with Disabilities are undercounted:**

- Many PWD's do not report or claim to have a disability
- Design of Survey Question
  - Due to ethnic culture, people may not recognize the name of their diagnosis and therefore report it
    - Diabetes vs. “bad blood sugar”



- If we had a national health care system, it would not be under-reported per each diagnosis or specific type of disability
- Clustering specific types of disabilities into one specific category (Definition of 'Clustering': a statistically significant subset within a population, used in sampling)
  - Those with blindness and deafness are all classified under 'Sensory' conditions/disability
  - A "kitchen sink" definition of disability (e.g., one or more ADLs/IADLs; use of a wheelchair, a cane, crutches, or a walker; receipt of federal disability benefits)
    - This definition excludes those with primary disabilities of cognitive or psychiatric disabilities
- Not reporting health conditions or secondary disabilities
- Again, depending on ethnic culture or need for personal care assistance, those residing in subsidized housing may not report all members in household due to fear of losing rental assistance subsidy
- Inconsistent reporting definitions of disability
  - Survey of Income and Program Participation (SIPP) Report
    - Excluded from the report are PWDs that are unable to work, those who are SSI/SSDI/Medicaid/Medicare beneficiaries, and those who are institutionalized
- Inconsistent survey questions (to estimate the number of people with disabilities) used by the Census Bureau's American Community Survey (ACS) and the Bureau of Labor Statistics' Current Population Survey (CPS)
  - Consequently, will yield different estimates of number of PWDs because they identify the population with disabilities differently
  - Conflicting data could create confusion with elected officials and policy makers who may question the data's credibility and reliability
  - Such an outcome would potentially complicate Independent Living Centers' advocacy efforts even more.
  - Careful attention will be needed for how the data is used, how the differences are explained and what policy conclusions are reached as a result
  - Possible Solution: Design a federal program to count the number of people with disabilities
- Unemployment rate among PWDs
  - PWDs are left out of the labor force because it drops people who have not "actively looked for work in the past 4 weeks", thus it would miss PWDs that are discouraged in the job search process, and it would also miss people on SSDI and SSI

### **People with disabilities**

Census data directly affect funding for many programs critical to individuals with disabilities including programs for education, health care, transportation, employment training, and housing. The federal government uses census information to guide the annual distribution of approximately \$15 billion in services to people with disabilities (FY 2007). For example, the information is used to:

- IL dollars are allocated to the states based on total population. The population in Ohio is declining therefore so is IL funding, even though the disabled population will be growing because of the aging of the "baby boomers". If the Census provided a means to accurately count persons with disabilities in each state, the information could be used to enhance the allocation process.
- Help state and county agencies plan for eligible recipients under the Medicare, Medicaid, and Supplemental Security Income programs;
- Distribute funds and develop programs for people with disabilities and the elderly under the Rehabilitation Act;
- Distribute funds for housing for people with disabilities under the Housing and Urban Development Act;
- Ensure that comparable public transportation services are available for all segments of the population under the Americans with Disabilities Act;

- Award federal grants, under the Older Americans Act, based on the number of elderly people with physical and mental disabilities and
- Make available special education for children ages 3 through 5 through Special Education Preschool Grants.

#### **Local Facts**

- Cincinnati is estimated to be undercounted by approximately **45,000 people**
  - We would like to know how many of these individuals have disabilities
- For each person not counted, the **City of Cincinnati loses \$2,263 per year** in federal funding.

**The goal is to find 378,259 people in the City of Cincinnati in the 2010 Census.**

**Mr. Chairman and members of the Committee, that concludes my prepared testimony. Thank you for this opportunity. I will be glad to answer any questions you might have.**

**STATEMENT OF JOSH SPRING, GREATER CINCINNATI  
COALITION FOR THE HOMELESS**

Mr. SPRING. My name is Josh Spring. I am the executive director of the Greater Cincinnati Coalition of the Homeless. We have been around since 1984. We are the organization where all organizations related to homelessness come together. We have approximately 49 member agencies in the Greater Cincinnati area; that covers most of Hamilton County and a little bit outside that.

Generally speaking, there are kind of three levels or forms of homeless that is an important distinction to make. The first level is people who stay outside. People not in a shelter system, not in a normal living setting that might be under a bridge, an abandoned building, things like this. In 2000, this particular population of Cincinnati was severely undercounted. According to the Census, two people were sleeping outside in Cincinnati. Two. Two whole people. And so it was severely wrong, and we don't want to—we essentially don't want this to happen again.

So, actually, this particular part, our community, we do this count three to four times a year anyway. HUD Housing and Urban Development requires one and we try to do better than that. And so the way we do it, we come together about once every quarter, we go out in teams, and we do a count very similar, first and last name, last known Social, birthday, very similar questions and we usually turn around good results because we take out the outreach workers that are on the street every single day. And so they lead us into the camps and we get it down quick.

In this shelter system—that's kind of the next level—people that are in the shelter system or transitional housing. Those people, you know, we estimate that there's approximately 1,200 to 1,500 people on any given night within that particular system. It's my understanding that our organizations have been working with the Census workers and that Census workers are setting up times and dates to come and actually help administer forms.

This is an important step for our shelters and like that, will need to have the forms in bulk prepared. This is something where mailing alone simply will not get the job done. And, so, it's also important, and this is the part that we want to come in with, is that our case managers, our social workers at these sites understand how important this is and how simple it can be. Their jobs are already tough enough. They have high case loads, because it's not going down. It's on the rise and adding one more form can be difficult.

But we are used to doing these kinds of things in terms of trying to register people to vote, for example, coordinating the giving and taking of forms. And so we want to do that again.

Further—this is kind of the third tract and definitively going to be the most difficult to count, I believe: The group of people that are constantly moving from one household, one family friend to the next. You know, we have termed that as “couch surfing.” This is going to be the most difficult because Housing and Urban Development does not define that group as homeless because funding from HUD doesn't interact with these people very often.

So we don't know how many people there are. In 2000, we estimated that in a given year 25,000 people experienced homelessness in Cincinnati incorporating all three of these forms. We don't

know—we are sure it's higher due to the economic crisis we are currently experiencing.

One of the main hassles, I believe, is going to be when the form hits the door of a household and to have somebody there that is staying a couple nights, one—the transitory nature of this. You know, they might be here just a couple nights and move on. They may not understand—“Where do I put down that I'm living? I'm living here and I don't know where I'm going to be tomorrow night.” Further than that is, kind of the fear of the landlord finding out and evicting the host.

So, I think it's important that we continue the message that this information is not to criminalize you, this information is held in secret, the specifics for decades. That is very important.

And further we do have—the most connection we have right now, as you know that through the Stimulus Plan there were rapid rehousing dollars and homeless prevention dollars that came forth to localities. Those dollars in the recent months have opened up a slight avenue for us to have communication with this body of people. We have a local phone number, 381-SAFE where people call in to get this assistance.

So, on a daily basis we can get numbers of how many people are calling; that gives an extremely small snapshot of what might be going on.

For ourselves, our own initiatives, for the people outside, we have been in communication with the Census workers for some months now. What we want to do is simply schedule another one of our counts. We have actually scheduled two tentative dates for the end of this month to try to be flexible with Census workers. We can go out and they can join us, and we can get the count done.

We will always miss some people because we have vacant buildings and cannot go in all of them. It's dangerous to do so. But we can really get the count done. The last count that we completed a month and a half ago, we counted about 75 people outside.

Further, in the shelter system, like I said, some strong coordination with just getting the forms, making them available. That is the biggest thing. If they are available and it's easy to get it done. The couch surfing we want to be more than helpful with polling the contacts from the hotline.

Locally, I think the Census Bureau, the local workers have been—have been very passionate about getting this done. They have contacted us thoroughly. I think the one and only criticism that I would offer, it's not about any specific person at all, because everyone I've spoken with has been more than helpful, is that we have—I've gotten calls from numerous Census workers with the same questions and I always give the same answers.

So, it's just a hassle to try to coordinate all the calls. So, if we get down to one kind of line item—I think I'm almost there—one person to talk to, we can get this done. And we do believe it's important, because for funding efforts, for advocacy, for the whole thing, we have to know how many people are experiencing this and the number is versus 2000 and now there are more people experiencing homelessness.

In the winter, our shelter numbers go higher. That's the same across the country. This year we have winter numbers in August.

That is new. And we don't have a grasp on what is going on overall. We want to have a grasp of who is doubled up, because we know that people, before they hit the shelter system, they are doubled up. We would like to be able to help them so the Federal Government has a real accurate snapshot of that group. That might alleviate, give more funding to help people in the shelter.

Mr. CLAY. All right. Thank you so much, Mr. Spring. Mr. Duncan, you're recognized for 5 minutes.

[The prepared statement of Mr. Spring follows:]

Information Policy, Census, and  
National Archives Subcommittee,  
Oversight and Government Reform  
Committee

Testimony: Homelessness and the Census

Greater Cincinnati Coalition for the Homeless

Josh Spring LSW  
Executive Director

03-04-2010

**Challenges:**

Generally speaking there are three forms of homelessness: those who live outside or in other inhumane locations, those who live in the shelter system and transitional housing and those who move from one home to another on a regular basis (from friend to friend to family, etc) we often refer to this third form as "couch surfing" or "doubling up."

*Outside:* We do a count of people who are sleeping outside in Cincinnati 3 to 4 times a year, every year. There are several challenges to this. When we count, it is never possible to find everyone, we will always miss some people. Local governments often work hard to run off people who are sleeping outside. This means those outside must try to stay hidden, therefore we will always miss some people. In addition to this, we miss those who may be in cars for example or especially those in abandoned buildings. There are thousands of abandoned buildings. There are far too many to go into and without knowing which ones actually contain people, entering abandoned buildings can be dangerous because of the often unstable physical condition of the buildings.

*Shelter System:* The main problem will be the transitory nature of homelessness. Those in the shelter system do not spend all of their time in the shelter. They are out and about looking for work, completing tasks, going to soup kitchens, the shower-house, etc. With all this moving it can be difficult to maintain contact with people. With such chaos and hardship in one's personal life, filling out a census form, becomes a very low priority. Further, shelters are over capacity and workers are over-worked, so adding one more task of getting forms filled out to the list of duties is difficult.

*Couch Surfing:* This group is likely the most difficult group to count. HUD does not define this group as homeless, even though these people are definitely homeless. As a result of this, we do not have any real handle on how many people in Cincinnati fit this criteria. The number of people in this described situation has certainly grown over the last two years because of the economy. This group is spread out all over the city. In addition those doubling up are going to be afraid to let census workers know about it for fear of the landlord finding out and their host getting evicted. In addition if mailed forms ask about those in the household, those receiving the forms, may not consider their guest as a part of the household because of relationship or short length of stay. Also, people move from one place to the next with significant frequency.

### **Our Initiatives**

*Outside:* We did our most recent count one month ago. We counted 75 people outside. When we do these counts we ask for first and last name, last four of their social security number and date of birth. We have a local group of outreach workers and other involved persons. We have tentatively scheduled a night in the third week of March and a night in the fourth week of March. We have communicated to local census workers that we can do the count on the night of their choosing. On this night we will have our normal people who go out, knowing the people outside and their locations. The Census workers can join us and gather the needed information. Before all of this occurs, outreach workers will warn those outside so they can be ready. With this method we can get this count done easily and most accurately.

*Shelter System:* We are the Coalition of all of the organizations who work with people who are homeless. We can encourage all shelter workers to encourage guests to fill out census forms. Census forms will have to be made available in bulk at these places. Mailing forms only will not return the accurate numbers. Through collaboration with Census workers we can establish a system of dropping off and collecting forms. We are used to completing initiatives like this when registering people to vote.

*Couch Surfing:* This is the area in which we have little control. The Stimulus package provided dollars for Homeless Prevention. Locally we have a main point of access for this program via a phone number (513-381-SAFE). Our local Continuum of Care for the Homeless maintains this program. They would be able to report the number of calls received. In addition to this, we can encourage people to report via local media if local media will choose to report our information. We also have a local street-newspaper that we run. We reach about 7,000 people a month. We can put ads about the Census in our paper. It would be helpful to have some myth-busting ads- ads that would alleviate fears of detection by landlords and the like.

### **Experiences with Census Bureau**

It has been clear that getting an accurate count of all people has been a passionate perusal of all Census workers we have come in contact with. The primary problem we have faced in this collaboration is the fact that there have been too many Census workers to coordinate with. I have received contact from several different workers looking for the same information. I have told them all the same things. Most of these conversations have been about counting people outside. I have let them know that we do this often and have a system that works and they can definitely join us in this effort and we will get an accurate number. Each person has been very receptive to this, but apparently has not been the person to actually schedule a date. In summary the problem has not been a lack of zeal, the problem is that with so many people to talk to, the task of coordinating the effort falls on our organization because we have to coordinate the Census workers. It would be very helpful to have one person to talk to who would coordinate the process and allow our agencies to play their own respective roles in making it happen. We don't have time to call so many Census workers and get them all on the same page.

### **Repercussion of an inaccurate count**

We believe that this count is very important. This count should help us have a more accurate estimate of how many people in Cincinnati are homeless. We regularly have an accurate estimate of how many people are outside and in the shelter system. This count however, will hopefully give us an idea of how many people are also doubled up. These numbers are important for several reasons. First, they give us better understanding as to what the extent of the problem is. In 2000, considering all three groups of

people who are homeless we estimated that 25,000 people experience homelessness every year in Cincinnati. We now believe that number is higher because shelter numbers are up and the economy has pushed more people to move from host to host, without a stable home. If we do not accurately know how many people are homeless we are unable to plan and allocate the resources needed to end homelessness. We don't know exactly how much money is needed, how many units of housing are needed, how many shelter beds are needed, how many outreach workers are needed, etc. We currently have a pretty good concept of the need, but the numbers let us know for sure how to plan and act. Further accurate numbers mean more accurate funding levels from the Federal Government. This number also gives us the ability to set a point in time count, thus, the next time we count we will know if we have accomplished our goal of lowering the number of people experiencing homelessness. An example of a severe count failure is the 2000 Census. The 2000 Census shows that in Cincinnati there were two people who were homeless and on the street. We all know that this number is absurd, but we don't know what the actual number was, so we won't really be able to compare the two Censuses.



**STATEMENT OF TODD DUNCAN, DIRECTOR OF HOUSING AND  
FOOD SERVICES AT THE UNIVERSITY OF CINCINNATI**

Mr. DUNCAN. Thank you, Chairman Clay, Representative Driehaus, and other distinguished members of the Information Policy, Census, and National Archives Subcommittee. Thank you for the opportunity to testify today. My name is Todd Duncan. I serve as the director of housing and food services of University of Cincinnati, responsible for overseeing the financial facility and administrative functions of the University's housing system.

As background, for those who are unfamiliar with the University, UC is classified as a research university, very high in research activity, by the Carnegie Commission, and is ranked as one of America's top public research universities by the National Science Foundation with a student population, including undergraduates and graduate students, of approximately 40,000; 3,800 of these students live in eight university residence halls, 84 percent of our first-year students reside in our facilities. The facilities range in size and level of amenities.

In my opening statement, I will briefly discuss UC's interaction with Census officials to date, identify some of the challenges experienced by my department and offer suggestions for your consideration regarding efficient and effective enumeration of students, residential or commuter, at colleges and universities.

During the question-and-answer period, I'll be happy to expand on these topics and provide my thoughts about how Census officials may be able to ensure a more efficient and accurate count of students as preparations are made for the 2010 census.

Various Census officials made independent contact with the Office of Housing and Food Services last September. The purpose of each meeting was to confirm address, contact information and current occupancy of specific residence halls. Some residence halls were duplicated and other residence halls were not identified in the inquiries made to our staff. Our staff requested to establish a single point of contact at the Census office.

In February 2010, our office was visited independently by two members of the Census staff verifying the information collected in September 2009 and providing marketing material of the upcoming Census. Enumeration was reviewed and was determined that another planning meeting would be scheduled prior to the enumeration period of March 30th to May 14, 2010.

Again, our staff requested to establish a single point of contact at the Census office. I must make note that the Census staff has been very professional in all interactions. On March 10, 2010, a planning meeting was held with Mr. Howard Newcastle, director of field staff.

With a goal of ensuring an accurate count of students, residential or commuter, I offered the following suggestions for developing an efficient and effective methodology for implementing the 2020 census for colleges and universities: Single point of contact. One person or one team from the Census Bureau contacts the President's Office of the institution seeking a similar single point of contact. Electronic delivery. Allow institutions of higher education to deliver the Census survey via electronic methods.

Today's student/institution interaction is an electronic process for most institutions, from the admission application and academic registration to billing and issuance of grades. These systems have well-developed securities with student-unique log-ins to insure data integrity. At the end of the prescribed period the institution can easily deliver the responsive data and the directory information of non-responsive students in accordance with FERPA.

During the question-and-answer period, I'm be happy to identify my experiences of the 2000 census during my tenure at the University of Central Oklahoma or expand on the information I have provided. Again, I thank the subcommittee for the opportunity to testify today.

Mr. CLAY. Thank you so much, Mr. Duncan, and thank you the entire panel for their testimony today, and we will begin the round of questioning with Representative Driehaus.

[The prepared statement of Mr. Duncan follows:]

***Statement  
Of  
Todd Duncan  
Director  
Housing and Food Services  
University of Cincinnati***

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

***Field Hearing  
Tangeman University Center  
University of Cincinnati  
Cincinnati, Ohio  
Monday, March 8, 2010***

***2010 Census: "Hard to Count Populations with Special Living  
Conditions"***

Chairman Clay, Representative Driehaus and other distinguished Members of the Information Policy, Census, and National Archives Subcommittee, thank you for the opportunity to testify today. My name is Todd Duncan, I am the Director of Housing and Food Services at the University of Cincinnati, responsible for overseeing the financial, facility and administrative functions of the universities' housing system. As background for those unfamiliar with the university, UC is classified as a Research University (Very High Research Activity) by the Carnegie Commission and is ranked as one of America's top public research universities by the National Science Foundation with a student population, including undergraduates and graduate students, of approximately 40,000. 3,800 of these students live in 8 university residence halls. 84% of first-year students reside in our facilities. The facilities range in size and level of amenities.

In my opening statement, I will briefly discuss UC's interaction with Census officials to date, identify some of challenges experienced by my department and offer suggestions for your consideration regarding efficient and effective enumeration of students, residential or commuter, at colleges and

universities. During the question and answer period, I will be happy to expand on these topics and provide my thoughts about how census officials may be able to ensure a more efficient and accurate count of students as preparations are made for the 2020 Census.

Various Census officials made independent contact with the Office of Housing and Food Services last September. The purpose of each meeting was to confirm address, contact information and current occupancy of specific residence halls. Some residence halls were duplicated and other residence halls were not identified in the inquiries made to our staff. Our staff requested to establish a single point of contact at the Census office.

In February 2010 our office was visited independently by two members of the Census staff verifying the information collected in September 2009 and providing marketing material of the upcoming Census. Enumeration was reviewed and it was determined that another planning meeting would be scheduled prior to the enumeration period of March 30 – May 14, 2010.

Again, our staff requested to establish a single point of contact at the Census office. I must make note that Census staff have been very professional in all interactions. We have a March 10, 2010 planning meeting scheduled with Mr. Howard Newcastle, Director of Field Staff.

With the goal of insuring an accurate count of students, residential or commuter, I offer the following suggestions for developing an efficient and effective methodology for implementing the 2020 Census for colleges and universities:

**Single point of contact** – one person or one team from the Census Bureau contact the President's Office of the institution seeking a similar, single point of contact.

**Electronic delivery** – allow institutions of higher education deliver the census survey via electronic methods. Today's student/institution interaction is an electronic process for most institutions from the admission application and academic registration to billing and issuance of grades. These systems have well-developed securities with student unique log-in to insure data integrity. At the end of the prescribed period the institution could easily

deliver the responsive data and the directory information of non-responsive students in accordance with FERPA.

During the question and answer period, I would be happy to identify my experiences of the 2000 Census during my tenure at the University of Central Oklahoma or expand on the information I have provided. Again, I thank the subcommittee for the opportunity to testify today.

Mr. DRIEHAUS. Thank you, Mr. Chairman, and I have several questions.

Mr. Spring, you talked about the difficulty of counting the various groups of homeless, and you talked in part about some of the folks sleeping outside. Give more to the first panel in terms of when this count will take place for the hard-to-locate. We are talking about spring going into early summer. It seems to me that's when you're going to have more and more people moving out of the shelters and spending the evenings outside. Does that become a problem for you and the organizations you work with in terms of trying to count those individuals?

Mr. SPRING. You are correct. There will be more people outside. For us it's not too much of an issue, because, we actually have average workers on the street level at least 5 days a week, every week. What makes our count that we do go so smoothly is that they give everybody a heads-up that we are coming. That's why we really want to join with the Census workers and do it that way; otherwise, it simply will not work.

Mr. DRIEHAUS. Have you worked with the Census office locally to have someone from the Homeless Coalition employed by the Census Bureau for this specific purpose of reaching out to the homeless population in Cincinnati?

Mr. SPRING. We have not talked about employment. I've definitely, several times, relayed that we can do this count and we want Census workers to join us. So, it seems like right now what is in question is whether or not they're allowed to do the count in that fashion. And I've attempted to let them know that there really is no other fashion that will work; you cannot mail it, and the Census workers don't know where the camps are.

Honestly, if we simply said, "These are all the camps," and a worker goes, it's very likely the people at the camp won't talk. That's why we take outreach workers with us.

Mr. DRIEHAUS. Right. And of the organizations that existed today as it existed in 2000 as well.

Mr. SPRING. That's right.

Mr. DRIEHAUS. And we came up with a rather significant undercount. And so I guess what I'm concerned about is making sure that, you know, people of the Homeless Coalition are, in fact, working very closely with the Census to reach out, because in the constitution it says "All persons." It doesn't say, "All persons that own a single-family home" or "All persons that live in an apartment." It's "All persons," and so the homeless are certainly part of that count.

So I would certainly encourage the representatives to hire someone on specific to this purpose of, you know, counting the homeless population especially if we already have a model here in place here in Cincinnati. So, I appreciate that.

Mr. SPRING. Certainly, thank you.

Mr. DRIEHAUS. Jason, if I could speak to the Hispanic community for a minute. You heard in the first panel that when 20 percent of the population of a given Census tract is deemed to be Hispanic or of another ethnicity that they will use an additional form, in Spanish, for example. There aren't many tracts like that in Cincinnati,

if there are any. Yet, we have a sizable growing Hispanic population.

I'm concerned that this, you know, Spanish language form will not be used in any of those tracts, given it won't reach the 20 percent threshold. However, we have very strong pockets of Hispanics living in Greater Cincinnati. Certainly, in parts of Price Hill and Butler County, Carthage.

Obviously, with, you know, St. Charles and the outreach that Su Casa does, is there a way to work with the Census Bureau in identifying those pockets and getting those forms to those households other than determining or using that threshold of 20 percent of Census tract?

Mr. RIVIERO. I think so, based on my conversations with some of these specialists here locally. They have set up different community partnerships similar to Mr. Spring's situation, where highly trafficked Latino populations that go and receive services.

I think my concern is in the areas where families don't typically go through these processes, that some of the enumerators are unfamiliar with those tracts. The tracts that they hire are, let's say—because it's so spread out, they don't actually live in that neighborhood. So, I think it's important to hire folks, enumerators that live within those areas, or at least try to find someone that is closer to them, because Cincinnati is spread out. It doesn't make sense to have someone that lives in Hamilton County coming down and going up to Butler County.

Or, you know, that's not going to necessarily be the case, but I think it's very important to be in those areas. And, yes, the 20 percent threshold would be difficult to reach, even many—so many other places across the country that can reach that kind of threshold.

Mr. DRIEHAUS. You know, I have a feeling and I assume, that this is true and many non-traditional households, especially first generation, second generation immigrants, not just Hispanics. We have a large and growing West African population in Cincinnati. You have households living—multiple individuals living in the same house; sometimes they are documented, sometimes they are undocumented.

What is the likelihood that they are going to open the door for someone knocking on the door wanting to know how many people are in? And how do we overcome the fear in that, you know, what I think would come with that type of questioning?

Mr. RIVIERO. Certainly, and that goes back to what I was referring to in the report; that besides knowing Spanish I think it's important to have other qualifications. Looking at other agencies, other governmental agencies, you see that there's some more specific guidelines in regard to minority groups and different requirements for people to apply.

I know that basically the only differentiation is the language skill set, but I think there should be other requirements that we put forth in that as far as knowledge of the community. Perhaps being born in a foreign country or having that experience in your background is very important because, yes, it's an official, someone that they are already going to have some prejudice toward. I mean,

I don't know if I made myself clear with that as far as the hiring process.

Mr. DRIEHAUS. Well, I just think it's important that we are getting the right people to knock on the doors because it does matter. It does matter. It's not just about language, it's about trust. And so getting, you know, recognizable faces and getting people that understand people's situations I think is important especially if we are going to try to get an accurate count.

We could have people knocking on the doors, but if it's not the right people that understand the community, that understand the population they are working with, it's going to be an undercount, because we are not going to get people to be forthright in terms of reporting everyone living in the household.

Mr. RIVIERO. That's right and I think that is the same for all minorities, so—

Mr. DRIEHAUS. I can continue or I can turn it over and we can go back and forth. Whatever you prefer.

Mr. CLAY. We will go back. Mr. Scharfenberger, the Postal Service says that 40 percent of the houses in Census Tract 16 here in Cincinnati are either vacant or occupied illegally. Obviously, that poses several challenges for the Census.

In your experience, when people occupying homes illegally, known as squatters, participate in a Census how can we effectively count this segment?

Mr. SCHARFENBERGER. I think that is a good question. One of the—there were a couple of elements that other people mentioned that I think are common to people in foreclosure or who might be sliding. No. 1, there's a sense of fear in whether they even respond to a mailing. I think in terms of—it's a good question. Whether people would respond to a Census enumerator coming out, if they were squatting in that building?

Unless there was a trusted person that encouraged them to fill this out, it's possible or if they could meet that person at another location, you know, I was thinking that rather than at the house. But I can't imagine that if they were squatting that they are going to want to fill out a Census form.

Mr. CLAY. Be kind of difficult.

Mr. SCHARFENBERGER. It would be very difficult. I think the other situation that I thought about as other people were talking, Mr. Spring and Mr. Riviero, if someone is in between and awaiting for, I guess, the hammer to drop for lack of a better word. They are waiting for that sheriff's sale, and some people wait in the house; and even after the sheriff's sale they will wait. Will they fill out a Census form not knowing what their situation is going to be?

Mr. CLAY. OK. Good point. Ms. Hopkins, what is the best way to get the word out that the information you provide to the Census Bureau is confidential as well as the benefits, like you mentioned in your testimony, to the disabled community for filling out their Census forms? I mean, is it publications? Is it radio, TV, or Internet or all of the above?

Ms. HOPKINS. I would say all ways of media, especially, those for non-profit agencies such as ours, if you could provide us some information to distribute to your consumers with disabilities, all other disability-related agencies that provide services to individuals with



disabilities. I understand there's a question-assistance center for those with visual impairments, hearing impairments that could assist them with completing the questionnaire. However, I'm not familiar with where that question assistance center may be located in Cincinnati.

So, that would be helpful for us to distribute information to individuals with disabilities.

Also if there's any type of literature to be handed out, that it also be in the format of Braille, large print and other formats to make better accessibility for individuals with disabilities.

Mr. CLAY. And the Census Bureau does provide information in Braille. Mr. Duncan, did the university get a single point of contact from the Bureau?

Mr. DUNCAN. Yes, sir.

Mr. CLAY. OK. That's good to know. Let me ask you about, you know, of course the whole issue of semesters beginning and ending. If enumerators come after May 1st, will you have a reduced population on campus?

Mr. DUNCAN. Chairman Clay, UC has a very unique academic calendar. We are on a quarter system and a very late quarter system, so we do not dismiss for the summer until mid-June. So we are safe there.

Mr. CLAY. I see. Yes, you are.

Mr. DUNCAN. Your question is applicable in 95 percent of the universities in the country. We are one of the anomalies in that regard.

Mr. CLAY. It's good to know that they hang around here for longer on the campus. I'll turn it back over to Representative Driehaus.

Mr. DRIEHAUS. Mr. Duncan, the Census obviously uses an address system for trying to contact individuals. So, you know, it's based on household not on individual. Your system, I assume, in tracking students, I was interested in your electronic delivery methodology. I assume that is student-oriented. So, how would you then be able to transpose that data into an address-type system that is used by the Census? Are you following me?

Mr. DUNCAN. I am. Each student is assigned a bed space within our housing system, which is in a room, which is in a building, which is in a mailing address. So, when the student logs in with their unique identifier into the system we can self populate that information. What building, residence hall, they are actually in, what is the room number, which would be essentially the mailing address.

That is publicly used, so that defaults in. Even simplifying the data that we provide, Todd Duncan, in room 101 of Building 1, and then here are my responses to the survey.

Mr. DRIEHAUS. So, in addition to the questionnaires being returned, they can check that against the information that is provided by the university saying, "Well, in fact, Mr. Duncan you should be in room 201 in this housing development?"

Mr. DUNCAN. Yes.

Mr. DRIEHAUS. Are you using any form of social media to reach out to the student body? I assume there are communication meth-

ods that exist today to reach out in terms of social media to encourage people to participate in the Census, such as students?

Mr. DUNCAN. We are not doing that ourselves. Now, the Census Bureau itself may have been getting out there with Facebook, those types of things. The most effective way we have still with our residential students is mass email. We send that message only to those students with directions. We do that multiple times in a quarter with everything from getting ready to check out at the end of the quarter, to going home for the summer.

When a student applies to the university they are issued an email account, and it's identified to them at that point if they confirm their admission that this is the official point where the university will communicate with you. So, that is set in stone before they actually enroll the very first time to take their very first class at the university.

So, we have a very effective way of communicating at the university. They are looking for an email and that easily for our purposes could be forwarded onto their parents; but in the case of the Census, they just need to complete this.

Mr. DRIEHAUS. So the day the questionnaires go out, the day the surveys go out, you are able to say, "Please complete the survey and send it back?"

Mr. DUNCAN. We can send out a reminder 8 days later to those who have not responded; not trouble students that have, just cross-reference the data real quick, run a little query—"OK, this 30 percent has not, so let's only send out that 30 percent. Hey, you still got 2 days, let's get this in, come on." If that doesn't work, we go to the face-to-face.

But we should be able to do it in the most efficient and the most expedient way. One percent of Cincinnati's population, if I'm doing the round math—of the numbers we have heard today, we should be the easiest.

Mr. DRIEHAUS. Ms. Hopkins, can you tell me how CILO is working with other organizations here in Cincinnati around the Census to help the folks that you work with specifically, understand the importance of completing the Census and the consequences in terms of the disabled community and undercounting of the population that it serves?

You're part of a broader network of organizations, obviously, reaching out to individuals with disabilities in Cincinnati. Is there a network of some type that is being called upon to reach out for purposes of the Census?

Ms. HOPKINS. We are not necessarily a network. We are the only Center for Independent Living in the Greater Cincinnati area. However, we are a network of 11 centers for Independent Living in the State of Ohio and 435 within the United States.

However, we are each our own entity. We do network or collaborate with a lot of other disability-related organizations as well as we have some—a couple of homeless disability service programs for individuals with disabilities and families with disabilities and our organization is also a member of the Coalition for the Homeless as well.

As far as the Census goes, we have not started any advocacy efforts on that yet, but we would be more than happy to do so.

Mr. DRIEHAUS. Yeah, I'm just thinking of the multiple entities here in town that work with people with disabilities and whether or not there has been a coordinated effort of any type to reach out to those served in, you know—just trying to emphasize the completion of the Census and the consequences of an undercount especially for the disabled community?

Ms. HOPKINS. Not that I'm aware of. However, most disability-related organizations, they are targeted toward a specific type of disability. However, we are unique in the fact that we serve cross-disability-based. Meaning, we serve of all types of disabilities of all ages.

So, we would be, in my opinion, the prime agency to get that started or initiate such a process for the Census. If you have any suggestions or ideas, we are more than happy to comply with those.

Mr. DRIEHAUS. Great, thank you.

Mr. CLAY. Could we add another seat here for Mr. Mesenbourg? We would like to ask you to join us back at the table, so that we may do a little followup and expedite it quickly. And I'll let Representative Driehaus take it from here.

Mr. DRIEHAUS. Mr. Mesenbourg, thank you for hanging around. This conversation is really at the heart of what we are concerned about when it comes to hard-to-count populations. And so I'm interested especially—and I keep going back to this secondary data but these are the organizations that are rich with this data, especially for hard-to-count populations.

So, I'm concerned that the Census Bureau is working very closely with grassroots organizations such as this to call upon them, especially for their secondary data, to help identify those that are particularly difficult to count.

Mr. MESENBURG. This panel has reinforced the importance of what we call our partners, and we now have 212,000 of them. They serve really as the trusted voices. They can convince the homeless and convince the Latino that has concerns about the Census. It could be the minister in the local church. We can do all the advertising in the world and spend endless amounts of money on it. But it's really the trusted voices in the communities that play a key role in convincing people that have concerns about reporting, that it's safe to report, it's easy to report, and it's important to report.

So, I think this panel has re-enforced that. We are working with all of these organizations and we will continue to work with them.

In terms of the disabled, we do have a tool kit available on our Web site that folks can download and put out to their partners. We have also, in the American Community Survey in 2008, actually, changed the questions related to disabled persons. So for the first time in the 2009 survey, we're separately counting the seeing-impaired and hearing-impaired, and we are also for the first time measuring folks with cognitive issues and so on.

So, I think that really that is the largest household survey done in the United States and I think that's an important first step in getting good measures of the disabled.

With the homeless, we are working with Mr. Spring's organization and actually what we will do, we want to leverage their expertise. We will send folks at the end of this month to actually participate in that count. We will swear them in as Census employees to

assist us. We clearly understand we need the gatekeeper to get us into that community. And help, so that will start March 29th, 30th, and 31st. So we look forward to working with them.

The question on the foreclosures and squatters, clearly that's a difficult issue. If we can't get a response in our six contacts, what we will do is then go to the neighbors. And if people had seen there are five people living there we will try to get a proxy measurement and that's about the best we can do.

I take LULAC's point about some of our recruiting numbers. We are taking this quite seriously. And right now we have more recent data. Actually, we started sharing information by race and ethnicity starting in August or September of last year, and we are putting that data out monthly. So, we are monitoring it ourselves.

One of the challenges we face in the Detroit Regional Office is the number of Hispanics. Michigan has about 4.1 percent, Ohio 2.6, West Virginia 1.1. So, we are at right about 3 percent in terms of our work force. We are doing better than that with our partnerships, but there's always room for improvement. I think we all agree that we need to hire locally. We need to know people that know the neighborhood, and that is what we are working quite hard to do, and that's where our partners can help too.

It's also a competitive process how people score in the test. That is important. We certainly appreciate the help we are getting from the University of Cincinnati and others. This is a partnership and we all have to work together. The Census Bureau cannot do it alone, nor can the partners that support us. We are very thankful for the support we are getting from everyone.

Mr. CLAY. And I'm certainly encouraged by the approach that the Bureau has taken in this Census to realize that you do need a true partnership with people. I think it's pretty innovative that you will deputize Mr. Spring's people and let them assist. I mean, because we have heard it in other cities too, that we can go and look over the Census-takers, show them, but you can't do it. I understand that.

So, you figured out how to do it. It's critical that we do this. The whole community in your process. Thank you so much for that.

Mr. DRIEHAUS. I would just reiterate my concern that I hope the Census Bureau is using secondary source data and that we have people researching to verify what we should be seeing; not only are we talking about the neighbors who might be living there, but we have a good idea that unit is occupied.

So, it's worth trying to get them to fill out a form and try to identify the specific individuals living in that particular household. I think, you know, a lot has changed in terms of the last 10 years in terms of the data available to us. It would be a shame not to do everything that we can to call upon that data and resources in order to get an accurate count.

Mr. CLAY. And, Mr. Riviero, hopefully you will get with your regional director and start referring some of the members of the organization to take the Census test, and that they can get involved too.

OK. This will conclude the hearing. Let me, again, thank all of our witnesses, thank my colleagues and friends, Representative Driehaus for the invitation. Timing-wise this was perfect, and this

community was the perfect setting for this hearing. I appreciate your invitation and I thank you all for your testimony. And that concludes this hearing.

[Whereupon, the subcommittee was adjourned.]

