

**Ken Hodges**

## **BACKGROUND ON THE 2010 CENSUS ADVISORY COMMITTEE**

The 2010 Census Advisory Committee (CAC) provides advisory input on the design of the 2010 census, the American Community Survey, and related programs. Committee members represent a range of census stakeholders, and APDU's seat on the Committee provides a channel for APDU members to comment from the data user perspective.

Ken Hodges is your APDU representative on the 2010 Census Advisory Committee, and Bill O'Hare is your alternate representative. This report describes the most recent meeting of that Committee. Contact Ken [khodges@claritas.com](mailto:khodges@claritas.com) or Bill [wohare@aecf.org](mailto:wohare@aecf.org) with comments, questions, or suggestions.

## **OCTOBER 23-24, 2008, MEETING OF THE CENSUS ADVISORY COMMITTEE**

### **Day One**

#### **Introductory and Welcoming Remarks**

Dan Weinberg (Assistant Director for ACS and Decennial Census, and the Census Bureau's Designated Federal Official), explained that Census Director Steve Murdock was traveling, but would join us later by video connection. Committee Chair Mark Neuman described measures initiated to promote access to the CAC meetings – including sign language translation, and a toll-free call in number open to all interested parties.

Turning to the census, Neuman noted that efforts are shifting from headquarters to local offices, from planning to operations, and that the CAC must shift its focus from planning to action directed at the local level. He credited the Census Bureau with moving forward from recent challenges, and stressed the importance of ensuring that everyone is included in the nation's 2010 national family portrait. Neuman touted the expertise of the CAC representatives, and described the CAC's commitment to the success of the 2010 census.

Cynthia Glassman, Under Secretary for Economic Affairs at the Department of Commerce, described recent census work as laying the foundation for a strong count. She credited the CAC for its contribution to this effort, and called on CAC reps to help promote response to the 2010 census – especially among the hard to count.

#### **Census Bureau Update**

Tom Mesenbourg, the Census Bureau's new Deputy Director and Chief Operating Officer, reported the good news that the continuing resolution (passed in the absence of final federal budgets) provides an "anomaly" for the Census Bureau's periodic programs, which include the decennial census and American Community Survey (ACS). Continuing resolutions hold budgets to previous year amounts, but the Census anomaly provides for the additional amounts needed

for census ramp up in 2009. The proposed FY 2009 Census budget is \$2.6 billion, so the 2008 budget of \$1.2 billion would have fallen well short of 2009 requirements. As Mesenbourg put it, without the anomaly, the census would have been dead in its tracks. He described funding for SIPP (which is not covered by the anomaly) as “adequate for now,” but said increases would be needed later in the year to restore the full sample.

Mesenbourg said the Census Bureau has made significant progress since the FDCA (handheld computer) problems, and echoed that they are moving to local activity, and making efforts to keep congressional and other stakeholders informed of their progress.

### **Decennial Census Program Update**

Arnold Jackson, Associate Director for Decennial Census, described the Census Bureau as stable, following a “period of challenge,” and on track for a successful 2010 census. He also described the transition from planning to operations, pointing to the completion of MAF/TIGER enhancements and the dress rehearsal. Although truncated due to the “re-plan,” the dress rehearsal still provided valuable experience with group quarters, follow up questionnaires, and other operations. A Planning Database, which will provide data from the dress rehearsal, is expected to be available later this year.

Address canvassing will proceed with the use of handheld computers, and the process is scheduled to start March 25, 2009.

Jackson reviewed the Field Data Collection Automation (FDCA) re-plan, in which handheld computers will no longer be used for non-response follow up, and the Census Bureau has assumed responsibility for Help Desk operations and the development of the operational control system for operations other than address canvassing and group quarters validation. He described the Census Bureau as rebuilding its partnership with Harris Corporation – the contractor on the handheld computers.

To expand response options in languages other than English, about 15 million bilingual census forms will be sent to census tracts with high concentrations of Hispanics. Be Counted forms will be provided in five languages (Spanish, Chinese, Korean, Vietnamese, and “Russian), and language assistance guides will be available in 59 languages.

Jackson described a multi-layer, multi-faceted coverage improvement effort involving MAF, LUCA, and the Communications program. They will measure not only the net coverage of the 2010 census, but the components of coverage – separate estimates of persons missed and persons counted more than once. The research agenda includes the 2010 Census Program of Evaluations and Experiments – consisting of evaluations of the 2010 operations and processes, and tests of new ideas and methods for the 2020 census.

Jackson concluded by noting that they will select a new Chief of Geography Division by November 1.

### **Field Operations Update**

Marilia Matos, Associate Director for Field Operations, summarized the census challenge of counting everyone – just once, and noted that the census has already begun for those in the field operation. The Regional Census Centers opened between November 2007 and January 2008, the 150 Early Local Census Offices are opening during Fall 2008, and the 344 Local Census Offices will open by Fall 2009.

The recruiting goals are massive, as the Census Bureau will have to generate 3.8 million applicants to hire 1.3 million temporary employees. A website to promote recruitment has been launched, and Matos explained that they have the authority to hire non-citizens in cases where their language skills are needed. Efforts are underway to establish agreements with local partners, and Matos asked CAC's help in identifying potential partners.

Field activities for FY 2009 include the staffing of the Early Local Census Offices, as well as address canvassing, and group quarters validation. As if the Field operations did not sound challenging enough, Matos reminded the CAC reps that census deadlines cannot slide, and when they rent office space for a given date, the space must be ready by that date. With that imperative in mind, Dan Weinberg (Census Bureau) recalled an instance in which space for an office was set up in a shopping mall that went bankrupt. Field Operations had to make last minute alternative arrangements, and still meet their unyielding deadlines.

### **Demographic and Methodological Program Update**

Howard Hogan, Associate Director for Demographic Programs, explained that the Demographic Programs staff serves as the subject matter experts on issues related to how to ask census questions, and how best to meet data user needs. As such, they work in close partnership with the decennial staff.

But the Demographic staff is involved in many other areas, including surveys such as SIPP and CPS. They produce the population estimates used to distribute federal funds and weight the ACS, as well as the SAIPE estimates of income and poverty, and the “demographic analysis” estimates used to estimate national level census coverage.

They also work on data dissemination, and administer the Count Review program in which census counts are reviewed by expert partners (from the Federal State Cooperative Program for Estimates) to identify major errors before they are finalized.

Hogan described a number of other activities, including the HUBERT program (Housing Unit Based Estimates Research Team) which is exploring ways to improve the Census Bureau's population estimates. They also are addressing some of the challenges the Bureau faces in disseminating large quantities of data from the ACS, and are working on measures of immigration based on ACS data on residence one year ago.

### **Open Question and Answer Session**

Census Bureau Director Steve Murdock joined the meeting by video conference from Seattle for the Q&A session. CAC Chair Mark Neuman led off by asking Arnold Jackson about the

prospects for reducing differential undercount in 2010, and how the Census Bureau is identifying tracts with Hispanic concentrations (for the mailing of bilingual questionnaires). Jackson expressed confidence in the communications and coverage improvement efforts, and explained that they will supplement Census 2000 data with ACS estimates to identify tracts with Hispanic concentrations. Neuman asked if the list of tracts can be updated by what local officials know, and Jackson (backed up by the Census Bureau's Frank Vitrano) said there is not a mechanism to do that at this late date.

Howard Silver (Consortium of Social Science Associations) asked about response rates in the dress rehearsal, and Vitrano reported that they were a little lower than expected, but experienced a positive bump with the second mailing. Erica Groshen (Federal Reserve Bank of New York) asked if the census has plans related to the recent economic turmoil and rash of foreclosures. Jackson said he is not aware of specific adjustments, but suggested that recent foreclosures might add to the workload for counting vacant units. Dan Weinberg added that they experienced such an increase in the dress rehearsal in Stockton, CA – an area that has experienced many foreclosures.

Helen Samhan (American-Arab Anti-Discrimination Committee) and Terry Ao (Asian American Justice Center) asked for clarification on the ability/authority to hire non-citizens as temporary census workers. Marilia Matos explained that the Bureau can hire non-citizens if they have work permits, and their language skills are needed. However, the Bureau has not sought an exemption on non-citizen hiring (as they did for 2000) because non-citizens from Mexico (the biggest pool of potential workers) are no longer eligible – because Mexico dropped out of an inter-American mutual defense treaty. Ilene Jacobs (California Rural Legal Assistance, Inc.) asked who at Census has the authority to hire eligible non-citizens, and Matos confirmed that the authority is at the local census offices.

When Arturo Vargas (National Association of Latino Elected and Appointed Officials) asked about return rates for bilingual questionnaires in the dress rehearsal, the response was that they were lower than for English questionnaires, but that the bilingual forms were sent to areas where lower response rates would be expected. It is too soon to know about the relative quality of the data collected by the bilingual forms.

CAC Chair Neuman asked Director Murdock (listening patiently from Seattle) to comment on how the appropriations and oversight situation has changed since the last CAC meeting. Murdock said they have made substantial progress, and are achieving high credibility with Congress. He said they are consulting more and providing information as early as possible. The payoff is a less contentious and more cooperative relationship with Congress, as evidenced, for example, by the Census anomaly in the continuing resolution.

Ken Hodges (Association of Public Data Users) noted the lack of pressure for adjustments for undercount in 2010, and asked if there are contingency plans if such pressure were to develop, and at what point it would be too late to prepare for such adjustments. Dan Weinberg asserted that it is already much too late to prepare a program for adjustment. Noting the lack of non-response follow up in the dress rehearsal, Hodges asked if any counts from the dress rehearsal file would be usable (for example, would housing counts be more complete than population?).

The response was that not even the housing counts would be complete, as not all addresses were mailed. The dress rehearsal file is being provided primarily as a preview of data formats.

Mark Neuman asked about the challenge of classifying indigenous non-Spanish speaking and other populations. The concern is that some populations might self-report race and ethnicity in ways that do not conform to the objectives of voting rights and other legislative objectives. Director Murdock agreed that this is an important objective, and that they will work with local partners to help them explain the classifications to these populations.

## **2010 Census Integrated Communications Campaign**

With Jennifer Marks having retired, Tasha Boone, Acting Chief of the Census 2010 Publicity Office, introduced Jeff Tarakajian (from contractor DraftFCB) for an update on the Integrated Communications Campaign. Tarakajian explained that it is an exciting time, as the plan has been accepted, and they are preparing to implement it.

The timeline calls for creative development starting October 2008, with the media plan established in the January/February 2009 timeframe, and moving into test phase in March. Production begins in May, media buys happen in the fall, and the paid media campaign goes live in January 2010.

Current activities focus on public relations (where the objective is to create a “surround sound” of messaging), partnerships (where the objective is to recruit trusted voices to deliver campaign messages), partnerships with national companies (that can serve as census advocates to hard to count populations), research (on census barriers, attitudes, and motivators), and testing of partnership materials.

The Census in Schools (CIS) program is back for 2010, with the purpose of educating students about the census, and focusing on about 35,000 schools in hard to count areas. Materials are in development, CIS goes public in April 2009, and culminates in “CIS Week” at the time of the census enumeration.

Representatives from the subcontractors presented on their contributions, and the CAC heard details on the paid media timeline and strategy. Of particular interest was the description of the “Year in the Life” portrayals of hypothetical target persons, and how they would be reached by the communications campaign. For example, “Gabriela” is a 27 year old Mexican-born married mother of two in East Los Angeles. She is unsure of census benefits, is worried it will take too much time, and might not be confidential. DraftFCB describes points of contact, where “Gabriela” can be reached with census messages – such as census recruiting ads, grocery bags, Census in Schools, sports broadcasts, and Spanish language newspapers.

Arturo Vargas (NALEO), suggested that the “Year in the Life” examples need to include some of the truly hard to count populations, and Tarakajian assured that they are doing this. Jungmiwha Bullock (Association of MultiEthnic Americans) suggested that CAC reps could have contributed input to the creation of the Year in the Life examples. Tarakajian assured that

they still want to hear from CAC reps with such input. Vargas also expressed concern that advertising not go to radio programs that are overtly hostile to immigrant populations.

Responding to a question on what has been learned from the dress rehearsal, Nancy Bates (Census Bureau) explained that it has been an opportunity to see how hard to count areas respond in the absence of the communications campaign. Dan Weinberg noted that they have awarded the contract to evaluate the communications campaign to NORC.

### **Update on National Regional and Corporate Partnerships for the 2010 Census**

Barbara Harris, Chief of the Customer Liaison & Marketing Services Office (CLMSO), described the Census Bureau's approach to identifying corporate partners – starting with a list of Census 2000 partners, and reaching out to over 150 potential corporate partners. CLMSO also will supplement the Census in Schools program, developing partnerships with national educational organizations, and recruiting other organizations that deal with hard to count populations.

Tim Olson, Assistant Division Chief for Partnership and Data, Field Division, reported that the staffing of the regional partnership positions is going well – with 140 of 680 staff already hired. The regions are developing partnership plans now, using preliminary materials now, with final materials expected by January. Olson described progress on the formation of Complete Count Committees and preparations for Be Counted Sites, and Questionnaire Assistance Centers. He urged CAC reps to help in the identification of Be Counted and Assistance Center sites.

Starting in January, DraftFCB will be providing partners with templates of promotional materials – for example, posters that local partners can customize to a specific language for their target populations. The result is tailored to specific populations, but with a consistent message, and a common look and feel.

Jackie Byers (National Association of Counties) noted that many local governments have budgets that are now so tight as to possibly impair partnership efforts. Olson said they are very aware of this, and will do everything they can to reduce partnership expenses – such as providing promotional materials on line.

### **Committee Updates/Discussion**

Asking if the CAC reps had key recommendation topics, CAC Chair Neuman recommended a reminder to the Census Bureau about concerns that populations such as non-Spanish speaking indigenous populations and non-African Blacks might self-classify their race in ways that do not conform with redistricting objectives. For example, persons from Mexico could be reclassified as Hispanic if they do not self-report that way. Dan Weinberg explained that the Census Bureau does reclassified persons who mark “Some Other Race” if they indicate something suggesting a specified category, and that the objective is to follow the OMB guidelines on race and ethnicity. An extended discussion of race and ethnicity issues followed.

Ed Spar (Council of Professional Associations on Federal Statistics) raised the issue of data products. He expressed concern that much planning might be done before the next CAC meeting, and wondered if CAC reps could get materials to review online. Weinberg recommended that we address this concern at Louisa Miller's session on data products (day two). Joan Naymark (U.S. Chamber of Commerce) suggested data user input on the coordination of ACS and 2010 census data, and Weinberg suggested discussion at Susan Schechter's ACS session (also day two). Ilene Jacobs (CRLA) raised the question of how CAC reps, and other census advocates, can best make the case for the importance of the census now that it has no long form. Much of the pitch for the 2000 census pointed to the benefits of long form data.

## **Day Two**

### **Public Comment**

No one had signed up for the public comment opportunity.

### **REAC Update**

K.V. Rao (Chair, Asian American Committee, Race and Ethnic Advisory Committees) noted that the Race and Ethnic Advisory Committees had not met since December, but the chairs had met in September. The main concern was that the Census Bureau has not made enough progress toward a racially and ethnically diverse workforce at the senior executive level. They also are concerned that minority contractors be chosen for 2010 census work.

Rao described that the REAC chairs visited schools in hard to count areas. The visit impressed them with how challenging it will be to count these populations, and how important the partnership program will be.

The chairs also expressed concern with the displacement of minorities due to foreclosures, and the added challenge these displacements pose to a complete count. Dan Weinberg described the process for handling vacant units. If no one is contacted after multiple follow up visits, field staff might classify the unit as vacant, and separate staff would visit to confirm its "vacant" status. So the process is in place, but the workload may be heavier in 2010.

In response to a question from Neuman on vacant units, Cathy McCully (Chief, Census Redistricting Data Office) reported that the 2010 PL 94-171 redistricting file will report housing units by vacant/occupied status – something not done in 2000.

### **Congressional Update**

John Cuaderes (House Committee on Oversight and Government Reform) reported that despite recent improvements, the congressional view of the census is still heavily influenced by the recent (handheld computer) "FDCA mess," and that Census/Congressional relations are still not where they need to be. However, he stressed the importance of moving forward to 2010 – pointing to the Census "anomaly" in the continuing resolution, but recognizing the need to follow through on Census budget needs through 2010, "as costs may still increase."

Cuaderes described Congress as already looking ahead to 2020, and called for a convening of experts in 2011-2012 to begin the planning process. The objective is to identify potential problems in time to address them, and pursue reductions in the per capita cost of the census. For now, however, Congress is focused on the immediate needs of the 2010 census.

Kim Brace (Election Data Services, Inc.) asked what congressional reaction would be to the measurement of census coverage by components (separate estimates of persons missed and counted more than once). Cuaderes responded that they were not aware of this plan, that the congressional reaction will be mixed, and that the plan is not likely to be overturned at this late date.

Arturo Vargas (NALEO) asked about congressional thinking on the Rep. Carolyn Maloney bill that would establish the Census Bureau as an independent agency (no longer part of Commerce), and establish fixed 5-year term lengths for the Census Bureau Director. Cuaderes commented that they are open to ways to improve the Census Bureau's performance, but that they are not sure if independent agency status is the way to do this. CAC Chair Neuman commented that the Census Bureau has been something of a stepchild within Commerce, and suggested that making it independent might improve its communications with Congress. Cuaderes did not dispute the characterization, but argued that the Census Bureau should be able to improve its communications anyway.

Howard Silver (COSSA) asked about the Internet response option, which the Census Bureau has decided against for 2010. Cuaderes said they thought it was a good option, but with the opportunity passed for 2010, the focus needs to be on making it work for 2020.

### **Geography Division Update**

Linda Franz, Assistant Division Chief for Geographic Partnerships, said that Geography Division has been in census mode for a while now. She pointed to the MAF/TIGER enhancements that will enable the use of handheld computers in address canvassing, and which will be available in the next public release of TIGER products later this year. Franz also described work on the boundary and annexation survey and LUCA (local update of census addresses). Address canvassing is the next step. Franz explained that the 11,000 government units that signed up for LUCA is down from 18,000 in 2000, but that the 78 percent of participating units that provided updates is up from 67 percent in 2000.

Franz then described the Participant Statistical Areas Program, in which local areas define statistical areas such as census tracts. The Census Bureau will distribute materials for this program this fall, and governments will have 120 days to review and submit boundaries. A verification phase will run from fall 2009 to winter 2010.

Before moving to the next topic, we got into a discussion about a question now on the census form that asks if persons sometimes live or stay somewhere else. The question is asked only for internal purposes – to identify people who perhaps should be counted elsewhere – but Joan Naymark (U.S. Chamber of Commerce) and other CAC reps noted that data from this question might be valuable for the insights it could provide on seasonal populations. Ken Hodges (APDU)



suggested that such data could help promote data user support for the census and ACS. Census staff were interested in the idea, but cautioned that the question has not been tested as a measure of seasonal residence.

### **Census Redistricting Data Program Update**

Cathy McCully, Chief, Census Redistricting Data Office, described the apportionment and redistricting mandates of the census, and the 2010 Census Redistricting Data Program. Public Law 94-171 mandates the provision of small area data for legislative redistricting (by April 1, 2011), and requires that the Census Bureau work with states to establish small areas including voting districts and census blocks.

McCully described the program's five phases, including 1) the state legislative district project, 2) voting district/block boundary suggestion project, 3) 2010 census data delivery, 4) collection of post-2010 census redistricting plans, and 5) evaluation and recommendations. Phase 3 (data delivery) is of most interest to many data users, and features the PL 94-171 redistricting file. A prototype PL 94-171 file will be released in April 2009, and will enable states, vendors, and the Justice Department to develop their redistricting data systems.

For the first time in 2010, the redistricting file will provide data for school districts, and separate counts of occupied and vacant housing.

### **American Community Survey Program Update**

Susan "Schechter, Chief of the American Community Survey Office, noted that the American Community Survey (ACS) is covered by the Census anomaly in the continuing FY 2009 budget resolution. So ACS funding is adequate for now, and will allow for a 2009 methods panel – something dropped in 2008 for lack of funding. The methods panel will test innovations such as a multi-lingual brochure in mail materials and an additional mailing to non-respondents. Future methods panels will test the Internet response option and content changes.

The 2008 ACS questionnaire has new questions on health insurance coverage and veterans disabilities, and interviewer focus groups suggest that the new questions are working well. The 2009 questionnaire will have a new question on field of degree, and an interview-only question on duration of vacancy.

Turning to ACS products, Schechter described the recent release of the 2007 1-year estimates, and the upcoming (December 9) first-time release of 3-year estimates. She said there will be a 3-year PUMS file (in addition to 1-year PUMS) – something they had not been sure of. Schechter described some of the complications of multi-year ACS estimates, and said they are working on ways that American FactFinder (AFF) can help users keep these complications in mind. For areas with both 1-year and 3-year estimates, AFF will present the 3-year data as the default option.

Next, Schechter described the "Compass" products designed to help users make informed use of ACS data. These include ACS handbooks (tailored to specific user groups), "train the trainer"

materials (scripted presentations to help data intermediaries train those they work with), and an e-learning tutorial (that will walk users through basic and advanced ACS topics).

Clark Benson (POLIDATA Political Data Analysis) suggested color coding of AFF tables to help keep users aware of the different types of ACS data. Schechter liked the idea, and suggested it might be most easily incorporated in the new version of AFF. Schechter also noted concern that the first release of 5-year estimates in late 2010 could coincide with the release of the 2010 apportionment data. To prevent confusion, they are considering the possibility of moving the release of 5-year ACS data to an earlier date.

Joan Naymark (U.S. Chamber of Commerce) expressed concern at a lack of ACS knowledge among private sector users, and that those who are aware, may not be completely on board with it. She sees a need for outreach to private sector users.

Ken Hodges (APDU) asked if it is still the plan to exempt the 5-year ACS data from the reliability checks, collapsing and suppression to which 1-year and 3-year data are subject. Schechter said that is still the plan for now, but they are re-thinking plans for 5-year data. Data users will be consulted on proposed changes, which would be finalized by next summer. In a private follow up discussion, Schechter said users can look for a Federal Register notice on this topic.

### **2010 Census Program for Evaluations and Experiments (CPEX)**

Karen Medina, Decennial Management Division, explained that the CPEX program is designed to provide evaluations of the 2010 census, and experiments to inform planning for the 2020 census. The results also will provide useful information for the ACS.

Evaluations will measure the success of critical 2010 census operations and processes, and experiments will examine content changes and new methods for 2020. Evaluation topics include coverage measurement/improvement, field operations, language, content, marketing and publicity, and privacy/confidentiality. Experiments will focus on deadline messaging, non-response follow up strategy, privacy notification and alternative questionnaires.

Work already is underway with Lockheed Martin on data capture, and a contract has been awarded to the National Opinion Research Center to evaluate the Integrated Communications Program. Dan Weinberg noted that CPEX plans are still subject to change based on funding and stakeholder input.

### **Census Data Products**

Louisa Miller, Assistant Division Chief for Census Programs, reported that the Census Bureau is now seeking input from users on the plan for 2010 census data products. She said the product mix would be similar to that of 2000, and distributed a chart outlining the highlights. The CAC is the first group to see these plans, which Miller stressed are subject to change.

Of course a major difference with 2000 products is the absence of SF 3 and SF 4 long form products, now covered by ACS. But the line up includes the familiar PL 94-171 redistricting file, as well as SF 1 and SF 2 products, and PUMS.

Some of the biggest changes considered in the draft plan relate to media, as some reports will be printed, but many would be PDF only. And for some data files (such as SF 1 and SF 2), the plan calls for Internet tables and download only – no CD or DVD options.

The Census Bureau has never produced a 100 percent (short form only) PUMS product before, but is considering it for 2010. And because it would be based on complete count data, they are considering the possibility of a larger sample. Miller said the Bureau wants to hear if users see value in a short form PUMS product. Asked if a larger PUMS sample could enable the specification of smaller PUMAs, Dan Weinberg responded with a definite “No.”

Miller stressed that the Census Bureau wants user input on the proposed product plan. Specifically, they are interested in user input on the balance between printed reports and PDFs, the extent to which needs are met by Internet tables and download capability (versus DVD), and the usefulness of a short form only PUMS product (and whether it should be on DVD with retrieval software).

Jan Ingold, Decennial Management Division, presented on the development of the new American FactFinder system (DADS II). The contract was awarded to IBM in September 2007. Part relates to new equipment, and part to the modernization of the dissemination system. They looked at, but have decided against proceeding with an Advanced Query System for special tabulations, but the new system will provide full dissemination of population estimates. The contract runs from November 2010 to June 30, 2016, but the launch of the replacement dissemination system is targeted for February 2011.

### **Committee Action Items**

Dan Weinberg (Assistant Director for ACS and Decennial Census, and the meeting’s Designated Federal Official) turned the meeting over to CAC Chair Mark Neuman who expressed frustration with the decision to have the Designated Federal Official chair the meeting. Neuman praised Weinberg for doing a good job, but was concerned that the arrangement limited discussion during the meeting. He recommended that future CAC meetings be chaired by the CAC Chair. There were some expressions of agreement from the CAC reps.

Erica Groshen (Federal Reserve Bank of New York) recommended that the “Year in the Life” illustrations (see Communications Program) include a person facing foreclosure, since the counting of this population may face unique challenges. Jackie Byers (National Association of Counties) agreed, and explained that many displaced by foreclosure are either squatting (living illegally in the foreclosed unit) or doubling up with other households (perhaps beyond legal limits). Populations in such situations will not be eager to respond to the census.

Stacy Kelly (American Foundation for the Blind) stressed the importance of making sure the Internet response option is provided for 2020, as it enhances the ability of the sight impaired to

respond to the census without assistance and without delay. Joan Naymark (U.S. Chamber of Commerce) suggested that the CAC consider the role it can play in helping data users understand the differences between census and ACS data.

At this point, the meeting was adjourned.