Building Partnerships

On the Road to Census 2000

The Census Is Here!

Throughout the month of March, census questionnaires have been delivered by hand and by the postal service to approximately 118 million households. This is it. The census is here. Thousands of Complete Count Committees are working in support of the census; 90,000 national and local partners are spreading the word to their members and affiliates; the advertising campaign is in full swing on television, media, newspapers and magazines across the country; census road tour vehicles are making their way across the country's highways; the importance of the census is being taught to students in school and religious leaders are delivering messages to encourage their congregations to participate in the census. The years of planning and preparation are being put into action and all forces have come together to ensure that Census 2000 — the largest peacetime mobilization effort in U.S. history — is successful.

You, our partner, are a key factor in making the census successful. We need you to continue to spread information about the census, assure people that it is okay to participate and provide help if needed. It's not too late. Here are a few reminders of what you still can do to encourage participation in Census 2000:

✔ Make a public statement supporting the census. Publicize it. Post it. Explain how the census benefits your community.

✔ Emphasize confidentiality. Dispel myths and misconceptions about the census.

✔ Use fact sheets, drop-in news articles and posters to spread the word about the importance of the census.

✔ Display promotional materials everywhere. Recruit community leaders for a “telephone campaign,” stressing the importance of the census and requesting that census questionnaires are filled out properly.

✔ Assist in recruiting volunteers to staff Questionnaire Assistance Centers.

✔ Publicize and refer those needing help with their forms to the nearest Questionnaire Assistance Center.

Innovative Partnerships

Never in the history of the decennial census have we mobilized the quality, quantity and variety of partners and partnership activities as we have for Census 2000. As of the end of February 2000, over 90,000 partnerships are in place representing national/umbrella government and nongovernmental organizations; Fortune 500 companies; state, local and...
tribal governments; community organizations; businesses and the media. We are excited about the variety of activities being implemented both nationally and locally — contests, jingles and innovative and motivational materials — that are taking place all over the country. For a sample of the activities taking place for Census 2000, visit the Census Bureau web site (go to www.census.gov, click on the “Partnerships” and click on “Activities”).

Religious Program

In an effort to increase participation in the census, the Census Bureau is providing religious leaders with materials to help them educate their congregations about Census 2000.

The materials include:

- A letter to religious leaders from the director of the Census Bureau.
- “What Congregations Should Know About Census 2000” — a brochure, available for each congregational member, describing census activities and how congregations can help.
- Suggested announcements, covering each week that census activities take place (mid-March to the end of April 2000), for religious services and other gatherings.
- Drop-in announcements for bulletins and newsletters covering the same time period.

If you would like copies and represent a local organization, please contact the partnership coordinator in your area (see back page). If you represent a national organization please contact Shannon Hill on 301-457-2032 or e-mail at shannon.l.hill@ccmail.census.gov.

The materials are available on the Internet (go to the Census Bureau home page at www.census.gov, click on “Partnerships” and click on “Materials”).

Two Ways to Ensure That You Are Counted in Census 2000:
Questionnaire Assistance Centers and the Be Counted Program

Questionnaire Assistance Centers Opened

Thousands of Questionnaire Assistance Centers (QAC) opened on March 8, 2000. QACs are provided to assist persons who may have questions about completing the census questionnaire, need special language assistance, have questions about the census or did not receive a questionnaire.

QACs are located at a variety of sites, such as public libraries, meeting halls, community centers, senior centers and schools. Please consult your local newspapers or contact your census office to find out the location of your local QAC.

A large-print English questionnaire guide and language assistance guides in 37 foreign languages are available at all the assistance centers. Guides in an additional 12 languages are available at selected centers based on the specific language needs of the communities where they are located.

The Questionnaire Assistance Centers are staffed by clerks and volunteers from the communities where they are located and many of them are proficient in two or more languages. Both Questionnaire Assistance Center volunteers and clerks are sworn in by the Census Bureau to uphold the confidentiality of census data.

The centers opened on March 8, 2000, operate during varied hours, which include evenings and weekends, and will close on April 14, 2000.

Be Counted Program

The Be Counted Program provides an opportunity for people to participate in the census who believe they did not receive a census questionnaire or who believe they were excluded from the questionnaire returned by their household. It also allows people without conventional housing to complete a questionnaire, if they believe they were not enumerated through other methods.

Unaddressed questionnaires (Be Counted forms) are available in containers at Be Counted sites such as convenience stores, post offices and community centers. Census staff, working with community groups, business leaders and local government officials, have identified thousands of Be Counted sites where the forms can be found.

Be Counted forms are available in five languages in addition to English: Spanish, Chinese, Korean, Vietnamese and Tagalog. The Be Counted form contains the same short-form questions as the mailout questionnaire along with several additional questions needed to process the completed forms.

The Be Counted operation runs from approximately March 31 to April 11, 2000.
Partnership agreement are final with the following national organizations and companies as of January 31, 2000:

A. Philip Randolph Institute
Advantica Restaurants Group, Inc.
Adventist Community Service
AFLAC, Inc.
African American Women's Clergy Association
African Methodist Episcopal Church
African Methodist Episcopal Zion Church
Aker Maritime, Inc.
Allegheny Technologies, Incorporated
Alliance for Equity in Higher Education
Allied Signal, Inc.
ALLTEL Corporate Services, Inc.
Alpha Kappa Alpha Sorority, Inc.
Alpha Phi Alpha Fraternity, Inc.
ALVA Access Group, Inc.
American-Arab Anti-Discrimination Committee
American Association of Community Colleges
American Association of Homes and Services for the Aging
American Association of Retired Persons
American Association of Service Coordinators
American Association of School Administrators
American Automobile Association
American Baptist Churches of the South
American Baptist Churches of the U.S.A.
American Electric Power Company, Inc.
American Family Insurance Group
American Federation of Government Employees
American Federation of Labor and Congress of Industrial Organizations
American Federation of Teachers
American Hellenic Educational Progressive Association
American Home Products Corporation
American Indian Higher Education Consortium
American International Group
American Jewish Committee
American Library Association
American Muslim Council
American Public Transit Association
American Society for Public Administration
American Society on Aging
American Standard Companies, Inc.
American Urban Radio Networks
American West Holding Corporation
Americans for Indian Opportunity
America's Promise
AMR Corporation (American Airlines)
Aon Corporation
Arab American Institute
Arbitron
Ashland, Inc.
Asian American Legal Defense and Education Fund
Asian Americans/Pacific Islanders in Philanthropy
Asian and Pacific Islander American Health Forum
Asian Marketing Group
Asian Pacific American Heritage Council, Inc.
Asian Pacific American Institute for Congressional Studies
Assisted Living Federation of America
Association of Hawaiian Civic Clubs
Association of Multi-Ethnic Americans
Atlantic Richfield Company
Attainment Company, Inc.
Automatic Data Processing, Inc
Baker Hughes Corporation
Bank One
Equitable Companies, Inc.
Ernst and Young, LLP
Essence Communications
Exmar Offshore Company
Family, Career and Community Leaders of America
Fannie Mae
Federation of Korean Americans
Federation of Masons of the World
First Union Corporation
Fluor Corporation
Food Marketing Institute
Fortune Brands, Inc.
FPL Group, Inc.
Freddie Mac
Frontiers International, Inc.
Full Gospel Baptist Church Fellowship
GenAmerica Corporation
General Council of the Assemblies of God
General Dynamics
Genuine Parts Company
Georgia-Pacific Corporation
 Giant Food
Goodwill Industries International, Inc.
Goya Foods, Inc.
Grand Lodge Benevolent and Protective Order of Elks
Gray Panthers
Green Thumb
Hallmark Cards, Inc.
Hasbro, Inc.
Hershey Entertainment and Resort Company
Hershey Foods Corporation
Hispanic Association of Colleges and Universities
Hispanic Policy Development Project
Hmong National Development, Inc.
Hotel Employees and Restaurant Employees International Union
Housing Assistance Council
Humana, Inc.
IBP, Inc.
Imperial Grand Council AAPONMS (Shriners)
Ingersoll-Rand Company
Inner City Broadcasting
Institute for Gay and Lesbian Strategic Studies
Institute for Strategic Reconciliation
International Association of Machinists and Aerospace Workers
International Brotherhood of Teamsters
International Union of Gospel Missions
International Union, United Automobile, Aerospace and Agricultural Implement Workers of America
Improved Benevolent Protective Order of Elks of the World
Jack and Jill of America, Inc.
Japanese American Citizens League
John Hancock Mutual Life Insurance Company
Joint Action in Community Service
Joint Center for Political and Economic Studies
Kaiser Foundation Health Plan
Kappa Alpha Psi Fraternity, Inc.
Katz Media Group, Inc.
KeyCorp
Kimberly-Clark
Knights of Columbus
Korean American Coalition
Labor Council for Latin American Advancement
Latina Magazine
Leadership Conference on Civil Rights
Leadership Council on Aging Organizations
League of United Latin American Citizens
League of Women Voters of the United States
Lear Corporation
Levi Strauss and Company
Liberty Mutual Insurance Companies
Lincoln National Corporation
Marsh and McLennan Companies, Inc.
Mexican American Legal Defense and Education Fund
Minorities Job Bank
Mindspring Enterprises, Inc.
Mutual of Omaha Companies
NAACP Legal Defense and Educational Fund, Inc.
National Alliance of Vietnamese American Service Agencies
National Alliance to End Homelessness
National Asian Pacific American Legal Consortium
National Asian Pacific Center on Aging
National Association for Equal Opportunity in Higher Education
National Association for Female Executives
National Association for Hispanic Elderly
National Association for the Advancement of Colored People
National Association for the Education and Advancement of Cambodian, Laotian and Vietnamese Americans
National Association for County Community and Economic Development
National Association for the Self-Employed
National Association of Area Agencies on Aging
National Association of Black Social Workers
National Association of Colored Women's Clubs
National Association of Community Action Agencies
National Association of Community Health Centers
National Association of Counties
National Association of Cuban-American Women
National Association of Development Organizations
National Association of Elementary School Principals
National Association of Latino Elected and Appointed Officials
National Association of Negro Business and Professional Women's Clubs, Inc.
National Association of Postmasters of the United States
National Association of Private Industry Councils
National Association of Regional Councils
National Association of Retired Federal Employees
National Association of Secondary School Principals
National Association of Towns and Townships
National Baptist Convention of America, Inc.
National Baptist Convention, U.S.A., Inc.
National Baptist Convention, U.S.A., Inc. (Labor Relations Department)
National Black Catholic Congress
National Black Caucus of Local Elected Officials
National Black Child Development Institute
National Black Leadership Roundtable
National Black MBA Association
National Civic League
National Coalition for an Accurate Count of Asian Pacific Americans
National Coalition for Homeless Vetersans
National Coalition of 100 Black Women
National Coalition on Black Voter Participation
National Committee on Pay Equity
National Committee to Preserve Social Security and Medicare
National Conference of Black Mayors, Inc.
National Conference of Community and Justice
National Conference of Puerto Rican Women
National Congress of American Indians
National Congress of Parents and Teachers (PTA)
National Congress of Vietnamese in America
National Congress for Community Economic Development
National Council for Geographic Education
National Council for Social Studies
National Council of Jewish Women
National Council of Negro Women
National Council of Senior Citizens
National Council of Teachers of Mathematics
National Council of the Churches of Christ in the U.S.A.
National Council of Women's Organizations
National Education Association
National Federation of Filipino American Associations
National Federation of Indian American Associations
National Forum for Black Public Administrators
National 4-H Council
National Gay and Lesbian Task Force
National Grange
National Head Start Association
National Hispanic Council on Aging
National Indian Education Association
National Italian American Foundation
National Korean American Service and Education Consortium, Inc.
National Middle School Association
National Network to End Domestic Violence
National Newspaper Publishers Association
National Office of Samoan Affairs
National Organization for Women
National Organization of Black County Officials, Inc.
National Pan-Hellenic Council
National Puerto Rican Coalition
National Recreation and Park Association
National Rural Education Association
National Rural Water Association
National School Boards Association
National State Data Center/Business and Industry Program
National Urban Coalition
National Urban League
National Welsh American Foundation
National Women's Political Caucus
Neighborhood Cleaners Association - International
Neighborhood Reinvestment Corporation
New York Life Insurance
Nissan North America, Inc.
Northwestern Mutual Life Insurance
Omega Psi Phi Fraternity, Inc.
100 Black Men of America, Inc.
Opportunities Industrialization Centers of America, Inc.
Organization of Chinese Americans
Paccar, Inc.
Pacific Islander Community Council
Paciﬁcare Health Systems, Inc.
P ECO Energy Company
Pfizer, Inc.
Phi Theta Kappa International Honor Society of the Two-Year College
Phillips Petroleum Company
Polaroid
Polish American Congress
Pride Inc. of Tennessee
Principal Financial Group
Procter and Gamble
Progressive National Baptist Convention
Puerto Rican Legal Defense and Education Fund
Radio One, Inc.
Randalls Food Markets, Inc.
Rite Aid Corporation
Rural Coalition
Rural Community Assistance Program
Rural Electric Cooperative Association
Ryder System, Inc.
Samsung Electronics America
Seagate Technology
Service Employees International Union
Shaw Industries, Inc.
Shell Oil Company
Sigma Gamma Rho Sorority, Inc.
Soka Gakkai International, U.S.A.
Sons and Daughters of Guam Club, Inc.
Southeast Asia Resource Action Center
Southern Company
Southern Poverty Law Center
Southwest Voter Registration Education Project
Steinway Musical Instruments, Inc.
Sunoco, Inc.
Taiwanese American Citizens League
Teachers of English to Speakers of Other Languages, Inc.
Temple-Inland, Inc.
Tenet Health Corporation
Texaco
Textron, Inc.
Thai Airways International Public Company Limited
Texas Instruments, Inc.
The American Legion
The Bartech Group, Inc.
The Council of State Governments
The International Association of Lions Clubs
The National Caucus and Center on Black Aged, Inc.
The National Council on Aging
The Southern Regional Council
The Vietnamese Resettlement Association
TIAA-CREF
Top Ladies of Distinction, Inc.
TRW, Inc.
Transamerica Corporation
Travelers Aid International
U.S. Bancorp
Ultramar Diamond Shamrock Corporation
Unicom Corporation
Union Pacific Corporation
Unitarian Universalist Association of Congregations
United Church of Christ
United Church of Christ, Commission for Racial Justice
United Church of Christ, General Board of Church and Society
United Parcel Service
United States Hispanic Leadership Institute
United States Junior Chamber of Commerce
United Technologies Corporation
United Way of America
Unocal Corporation
Urban Ministries, Inc.
VF Corporation
Very Special Arts
Veterans of Foreign Wars
Wal-Mart Stores, Inc.
Warner-Lambert Company
Washington Mutual Bank, Inc.
Waste Management
Wellpoint Health Networks, Inc.
Wells Fargo/Northwest Company
Weyerhaeuser Company
Wider Opportunities For Women, Inc.
Willie E. Velasquez Institute
Women's Missionary Society of the African Methodist Episcopal Church
Women's National Democratic Club
Youth Service America
YWCA
Zeta Phi Beta Sorority, Inc.
If you reside in Fresno, Imperial, Inyo, Kern, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

2 If you live in Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union or Warren counties, contact the New Jersey RCC. If in another county in the state, contact the Boston RCC.

If you represent a NATIONAL organization and need additional information about partnership opportunities, contact Laura Sewell on 301-457-2989, e-mail at Laura.A.Sewell@ccmail.census.gov, or mail to U.S. Census Bureau, Partnership and Data Services Staff, Room 1210-2, Washington, DC 20233.

### Table: Contact Information

<table>
<thead>
<tr>
<th>If you live here...</th>
<th>Partnership Coordinator...</th>
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<th>Telephone #...</th>
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<td>Mary Love Sanford, Danielle Jones</td>
<td>Atlanta</td>
<td>404-331-0573</td>
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<td>Alaska</td>
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<td>206-553-5882</td>
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<td>Arkansas</td>
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<tr>
<td>California</td>
<td>Reina Ornelas, Monica Sandoval</td>
<td>Los Angeles</td>
<td>818-904-6522</td>
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<td>Colorado</td>
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<td>District of Columbia</td>
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<td>Puerto Rico</td>
<td>Hector Feliciano</td>
<td>Puerto Rico</td>
<td>787-771-3660</td>
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<tr>
<td>U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam</td>
<td>Idabelle Hovland</td>
<td>Census Bureau</td>
<td>301-457-8443</td>
</tr>
</tbody>
</table>

1 If you reside in Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

2 If you live in Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union or Warren counties, call the New Jersey RCC. If in another New Jersey county, call the Philadelphia RCC.

3 If you reside in Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk or Westchester counties, call the New York RCC. If in another county in the state, contact the Boston RCC.

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The Census Bureau is an equal opportunity employer.