

## 2011 Current Fiscal Year Report: 2010 Census Advisory Committee

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<b>1. Department or Agency</b>	<b>2. Fiscal Year</b>
Department of Commerce	2011
<b>3. Committee or Subcommittee</b>	<b>3b. GSA Committee No.</b>
2010 Census Advisory Committee	313

<b>4. Is this New During Fiscal Year?</b>	<b>5. Current Charter</b>	<b>6. Expected Renewal Date</b>	<b>7. Expected Term Date</b>
No	02/26/2009		02/26/2011

<b>8a. Was Terminated During Fiscal Year?</b>	<b>8b. Specific Termination Authority</b>	<b>8c. Actual Term Date</b>
Yes		02/26/2011

<b>9. Agency Recommendation for Next Fiscal Year</b>	<b>10a. Legislation Req to Terminate?</b>	<b>10b. Legislation Pending?</b>
Terminate	No	Enacted

**11. Establishment Authority** Agency Authority

<b>12. Specific Establishment Authority</b>	<b>13. Effective Date</b>	<b>14. Committee Type</b>	<b>14c. Presidential?</b>
Secretarial Decision Memorandum	02/14/1991	Continuing	No

**15. Description of Committee** National Policy Issue Advisory Board

**16a. Total Number of Reports** 2

<b>16b. Report Date</b>	<b>Report Title</b>
10/22/2010	2010 Census Advisory Committee Meeting (DVD)
02/01/2011	2010 Census Advisory Committee Meeting, Spring, 2011

**Number of Committee Reports Listed:** 2

<b>17a. Open</b>	2	<b>17b. Closed</b>	0	<b>17c. Partially Closed</b>	0	<b>Other Activities</b>	0	<b>17d. Total</b>	2
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### Meetings and Dates

<b>Purpose</b>	<b>Start</b>	<b>End</b>
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The Committee met to discuss 2020 Census Planning: Research and Testing Proposals, Restructuring Research at the Census Bureau, 2010 Census Operations ReCap, 10/21/2010 - 10/22/2010 Redistricting and Assessing Differences in Estimates between a Mandatory and a Voluntary American Community Survey.

To discuss Advisory Committee Restructuring and Expanding Public Engagement. 02/01/2011 - 02/01/2011

**Number of Committee Meetings Listed: 2**

	<b>Current FY</b>	<b>Next FY</b>
<b>18a(1). Personnel Pmts to Non-Federal Members</b>	\$0.00	\$0.00
<b>18a(2). Personnel Pmts to Federal Members</b>	\$0.00	\$0.00
<b>18a(3). Personnel Pmts to Federal Staff</b>	\$72,212.00	\$0.00
<b>18a(4). Personnel Pmts to Non-Member Consultants</b>	\$0.00	\$0.00
<b>18b(1). Travel and Per Diem to Non-Federal Members</b>	\$11,117.00	\$0.00
<b>18b(2). Travel and Per Diem to Federal Members</b>	\$0.00	\$0.00
<b>18b(3). Travel and Per Diem to Federal Staff</b>	\$0.00	\$0.00
<b>18b(4). Travel and Per Diem to Non-member Consultants</b>	\$0.00	\$0.00
<b>18c. Other(rents,user charges, graphics, printing, mail, etc.)</b>	\$2,251.00	\$0.00
<b>18d. Total</b>	\$85,580.00	\$0.00
<b>19. Federal Staff Support Years (FTE)</b>	0.75	0.00

**20a. How does the Committee accomplish its purpose?**

The 2010 Census Advisory Committee utilizes committee meetings to identify critical issues requiring Census Bureau attention as it pertains to the 2010 Census. Most members also monitor and

elevate concerns heard throughout diverse communities (at the national, state, local and tribal levels), requiring Census or departmental response. As the 2010 Census concludes, the committee provided valuable insight into strategies to reach and enumerate Hard to Count populations, and to increase overall decennial census participation.

**20b. How does the Committee balance its membership?**

The membership of the Committee is designed to be as inclusive as possible, consisting of a Chair, Vice Chair, and a designated representative from each member organization. Members represent private data users, minority groups, professional associations, state, local and tribal governments, organizations representing special populations (i.e., migrant farmworkers and persons with disabilities), and other organizations. Officials of the Census Bureau's Congressional Oversight Committees and Subcommittees serve as ex-officio members in a non-voting capacity, as does a representative of the Race and Ethnic Advisory Committees.

**20c. How frequent and relevant are the Committee Meetings?**

Meetings were held twice a year. Dates were determined based on the Census Bureau's operational timetable which enables the Census Bureau to bring timely decennial information, research updates, and test results to advisory committee members for their consideration.

**20d. Why can't the advice or information this committee provides be obtained elsewhere?**

These meetings were necessary to provide input and advice during the 2010 Census which could

not be obtained as effectively and cost-efficiently from other sources. Additionally, the Committee's expertise and diversity enabled the Census Bureau to more easily ensure an open and transparent channel of communication with 2010 Census stakeholder organizations.

**20e. Why is it necessary to close and/or partially closed committee meetings?**

N/A

**21. Remarks**

**Designated Federal Officer**

Nancy M. Gordon Assistant Director for Strategic Planning and Innovation

<b>Committee Members</b>	<b>Start</b>	<b>End</b>	<b>Occupation</b>	<b>Member Designation</b>
Augusto, Carl	02/23/2010	02/26/2011	American Foundation for the Blind	Representative Member
Bensen, Clark	03/13/2008	02/26/2011	POLIDATA	Representative Member
Brace, Kimball	03/13/2008	02/26/2011	Election Data Services, Inc.	Representative Member
Clay, William	02/23/2010	02/26/2011	U.S. House of Representatives	Ex Officio Member
Crowe, David	02/23/2010	02/26/2011	Housing Statistics Users Group	Representative Member
Driskell, Deborah	02/23/2010	02/26/2011	National Association of Towns and Townships	Representative Member
Ebarb, Amber	02/23/2010	02/26/2011	National Congress of American Indians	Representative Member
Gates, Harold	02/23/2010	02/26/2011	Association of MultiEthnic Americans	Representative Member
Groshen, Erica	03/13/2008	02/26/2011	Federal Reserve Bank of New York	Representative Member
Hodges, Ken	02/23/2010	02/26/2011	Association of Public Data Users	Representative Member
Jacobs, Ilene	02/23/2010	02/26/2011	California Rural Legal Assistance, Inc.	Representative Member

McHenry, Patrick	02/23/2010	02/26/2011	U.S. House of Representatives	Ex Officio Member
Medrano, Pauline	05/05/2009	02/26/2011	Dallas City Hall	Representative Member
Morial, Marc	02/28/2008	02/26/2011	National Urban League	Representative Member
Naake, Larry	02/23/2010	02/26/2011	National Association of Counties	Representative Member
Narasaki, Karen	02/23/2010	02/26/2011	Asian American Justice Center	Representative Member
Naymark, Joan	02/23/2010	02/26/2011	Director of Research and Planning, Target Corporation	Representative Member
Newpher, Richard	03/13/2008	02/26/2011	Chief Administrative Officer, American Farm Bureau Federation	Representative Member
Pound, William	02/23/2010	02/26/2011	National Conference of State Legislatures	Representative Member
Samhan, Helen	02/23/2010	02/26/2011	American-Arab Anti-Discrimination Committee	Representative Member
Silver, Howard	03/13/2008	02/26/2011	Consortium of Social Science Associations	Representative Member
Spar, Edward	02/23/2010	02/26/2011	Council of Professional Associations on Federal Statistics	Representative Member
Vargas, Arturo	02/23/2010	02/26/2011	National Association of Latino Elected and Appointed Officials Educational Fund	Representative Member
Williams, Vanessa	03/13/2008	02/26/2011	National Conference of Black Mayors, Inc.	Representative Member

**Number of Committee Members Listed: 24**

### **Narrative Description**

This Committee enabled the Census Bureau to conduct its activities in a transparent environment, visible to the public at-large and open to the public's review and input through a diverse and representative federal advisory committee comprised of state, local and tribal governments, national organizations and partners, the business sector, data users and organizations dedicated to the

constitutional uses of Census data (apportionment specialists).

**What are the most significant program outcomes associated with this committee?**

Checked if  
Applies

Improvements to health or safety	<input type="checkbox"/>
Trust in government	<input checked="" type="checkbox"/>
Major policy changes	<input checked="" type="checkbox"/>
Advance in scientific research	<input type="checkbox"/>
Effective grant making	<input type="checkbox"/>
Improved service delivery	<input checked="" type="checkbox"/>
Increased customer satisfaction	<input checked="" type="checkbox"/>
Implementation of laws or regulatory requirements	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>

**Outcome Comments**

**What are the cost savings associated with this committee?**

Checked if Applies

None	<input type="checkbox"/>
Unable to Determine	<input checked="" type="checkbox"/>
Under \$100,000	<input type="checkbox"/>
\$100,000 - \$500,000	<input type="checkbox"/>
\$500,001 - \$1,000,000	<input type="checkbox"/>
\$1,000,001 - \$5,000,000	<input type="checkbox"/>
\$5,000,001 - \$10,000,000	<input type="checkbox"/>
Over \$10,000,000	<input type="checkbox"/>
Cost Savings Other	<input type="checkbox"/>

**Cost Savings Comments**

The diverse expertise of this Advisory Committee and the broad public spectrum it represented was cost-prohibitive to duplicate on a contractual basis.

**What is the approximate Number of recommendations produced by this committee for the life of the committee?**

### **Number of Recommendations Comments**

The Committee typically does not present many formal written recommendations, but has added significant value to 2010 Census plans during this reporting period, by: 1) recommending changes to the 2010 Census Advance letter, 2) identifying strategies to improve enumeration of Hidden and Hard to Locate Households, 3) recommending strategies to increase trust in the Census among new immigrants, 4) providing input into the 2010 Census Communication Campaign, and, 5) identifying translation needs on the 2010 Census website. No formal written recommendations are made, but documentation of these discussions is available.

**What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?**

0%

### **% of Recommendations Fully Implemented Comments**

This Committee provides insight, expertise and commentary to the Census Bureau at its public meetings following the review of working papers, updates and 2010 Census presentations. The Census Bureau has had an ongoing dialogue with members to clarify and address concerns, providing feedback at committee meetings. Some recommendations are beyond the scope and purview of the Census Bureau (i.e. Congressional funding), and cannot be addressed at the Bureau or federal agency level. Formal, written recommendations regarding the enumeration of Hidden Households, language content on the 2010 Census webpage, and improvements to the 2010 Census Advance Letter are available. All of the recommendations regarding the Advance Letter were adopted, as well as those regarding Asian language translations on the 2010 Census website. Documentation of 2010 Census Advisory Committee meetings provides greater clarity and transparency regarding 2010 Census Advisory Committee recommendations and strategies.

**What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?**

0%

### **% of Recommendations Partially Implemented Comments**

See explanation above. Several committee (working group) recommendations regarding the Bureau's enumeration of Hidden and Hard to Locate Housing were partially implemented.

**Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?**

Yes ☒ No ☐ Not Applicable ☐

**Agency Feedback Comments**

Yes, agency feedback is provided at Advisory Committee meetings.

**What other actions has the agency taken as a result of the committee's advice or recommendation?**

Checked if Applies

Reorganized Priorities	<input checked="" type="checkbox"/>
Reallocated resources	<input checked="" type="checkbox"/>
Issued new regulation	<input type="checkbox"/>
Proposed legislation	<input type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

**Action Comments**

The Census Bureau incorporated feedback and insight from this committee throughout 2010 Census planning and implementation.

**Is the Committee engaged in the review of applications for grants?**

No

**Grant Review Comments**

NA

**How is access provided to the information for the Committee's documentation?**

Checked if Applies

Contact DFO	<input type="checkbox"/>
Online Agency Web Site	<input checked="" type="checkbox"/>
Online Committee Web Site	<input checked="" type="checkbox"/>
Online GSA FACA Web Site	<input type="checkbox"/>
Publications	<input checked="" type="checkbox"/>
Other	<input checked="" type="checkbox"/>

**Access Comments**



Access is also provided through press statements, automatic alerts on the American Community Survey, and DVDs (upon request), of committee meetings.