



Census 2000 Update

The 22nd Decennial Census is winding down. Millions of questionnaires have been sent to households throughout Indiana; enumerators have gone to special places (aka group quarters and shelters) to count people in dormitories, nursing homes, prisons and jails and at soup kitchens and shelters and campgrounds. People are calling in to talk shows upset that they got a

form or upset that they didn't. The general tenor of the calls coming in to Indiana's ICAUSE (Indiana Census Awareness project) has been positive – most people were seeking assistance or wondering where their forms were.

Since the beginning of March, an orchestrated sequence of events has occurred:

- Letter to all households from the Bureau Director telling people to expect the questionnaire (yes, the addresses had an extra digit at the front, but the Post Office used the bar code info on the envelope, which was correct)
- The Census Road Tour came through Indiana spreading word of the Census. First Lady Judy O'Bannon was a prominent speaker at many of these stops
- Public service announcements for radio and TV by First Lady Mrs. O'Bannon, Bobby Knight, and Purdue quarterback Drew Breeze began running in late March
- School children brought home Teach Census Week assignments, geared to helping the child learn about the census AND to encourage parents to fill out the form and return it
- Congregations received special bulletin inserts and perhaps specific comments from their congregational leadership encouraging response to the Census
- Media articles and television and radio broadcasts have been filled with news about the census
- Many communities in Indiana have gone all out in making their residents aware of the census, plastering posters all over town, holding rallies and contests and many other creative activities to support the census
- Governor O'Bannon asked all State employees to support the census. Many State Agencies, including the Department

of Health, the Department of Revenue, and the Attorney General's Office, the Department of Administration and Family and Social Services went all out communicating the importance of the census to their employees and clients throughout the state. Many state legislators sent letters to people in their districts that included information about the census.

- The Purdue Extension Services offices in each county assisted by distributing posters and spreading the word.
- Special Indiana specific posters were printed and distributed throughout Indiana
- Many State agency web sites ran special animated banners encouraging response to the Census, including the Indiana Lottery, Revenue, and Natural Resources agencies.
- ICAUSE awareness specialists made contact with, and where needed, provided assistance to, communities and officials in each of the 92 counties.

What's Left?

Throughout April and May, the Census Bureau's local offices (Indiana has 10 – see table 1) will send out enumerators as part of the phase called "non-response follow up". Households that have not returned the form will be contacted by phone where possible and in person if necessary. The Census Bureau has calculated that it costs taxpayers an additional \$70 to \$100 for each non-responding household. April 18th has been designated as "Because You Count" day, encouraging non-respondents to participate.

It's Not Too Late to Promote Census 2000

Communities, businesses and people of influence can still get the word out about the importance of this census to Indiana. This will help ensure Indiana retains its 10th congressional seat and that Indiana and its communities and neighborhoods get their fair share of federal funding. We must get an accurate picture of the people and housing of Indiana to assist in government, non-profit and business planning for the next ten years. Please encourage your friends, family, co-workers, neighbors and employees to fill it out and mail it back. For more information, call ICAUSE at 800-877-415-3963.

Questionnaire Assistance is Just a Phone Call Away

A series of toll free numbers have been activated to assist people who may have language difficulties or other concerns regarding filling out the questionnaire. Households with questions are asked to look at the "bar code" number on their questionnaire and refer to that when calling one of the following numbers (based on primary language spoken):

English	800-471-9424
Spanish	800-471-8642
Chinese	800-471-9401
Vietnamese	800-471-7913
Korean	800-471-9131
Tagalog	800-470-9897
TDD	800-582-8330

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Table 1
Indiana Local Offices of the U.S. Bureau of the Census

Indianapolis	Michael Pillar	317-226-0402
Marion County	Mark Fiddler	317-890-7632
Gary	Rodney Jackson	219-884-3163
South Bend	Melvin Spiegel	219-245-5170
Fort Wayne	Jim Mitch	219-424-9561
Muncie	Susan Byers	765-286-1501
Kokomo	Joyce Smith	765-864-8950
Terre Haute	Don McVeigh	812-242-2937
Clarksville	Lucien Polk	812-282-3008
Evansville	Jane Albin	812-434-8000