

OFFICE OF TEMPORARY AND DISABILITY ASSISTANCE

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| LOCAL COMMISSIONERS MEMORANDUM |
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OTDA-4037EL (Rev. 11/98)

Transmittal No: 00 LCM-4

Date: February 4, 2000

Division: Commissioner's Office

TO: Local District Commissioners

SUBJECT: 2000 Census Promotion

ATTACHMENTS: None

The purpose of this Local Commissioner's Memorandum is to notify local social services districts of state level Census 2000 promotional efforts, and to seek the assistance of local district offices in communicating the need of social services applicants/recipients to participate in the upcoming Census.

Background

Mandated by the U.S. Constitution, the Census of Population and Housing has been conducted every 10 years since 1790. The decennial Census is taken in order to count every individual for purposes of reapportioning the U.S. House of Representatives. Responsibility for taking the Census lies with the U.S. Department of Commerce, Bureau of Census.

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In addition to the total population count necessary for reapportionment, the Census collects data on other characteristics of the population and reports that data for aggregated geographic areas such as counties, cities, towns and villages. This information is relied upon by all sectors - private, government, non-profit, and the general public. The distribution of billions of dollars in state and federal funds is determined by Census data on population and other socio-economic characteristics.

The next decennial Census will be taken on April 1, 2000. A questionnaire will be mailed or delivered to all residential addresses in the Census Bureau's Master Address File. A respondent in the household completes the questionnaire and returns it by mail. Households that do not respond receive follow up contacts by a Census enumerator.

In order to count every New Yorker, educational efforts and a promotional campaign beyond those planned by the Census have been designed. A cooperative effort from all New Yorkers is needed to ensure that all persons are counted during the Census, particularly those groups that are less likely to respond. It is often the hard to reach populations that are missed by the Census, yet these are often the groups most in need of federal and state aid allocated based on the Census.

The New York State Office of Temporary and Disability Assistance (OTDA) Census promotional efforts include a Census 2000 informational web-link on our internet home-page, the production of a Census informational segment for the intermission of upcoming tele-conferences, and the distribution of Census 2000 brochures and posters.

Action

Due to the direct client contacts made by each local social services district office, we will be forwarding Census brochures and posters to each local social services commissioner by the end of February. It is our hope that each social services district office will make Census informational materials available to social services applicants/recipients in order to facilitate an understanding of the upcoming Census and the importance of each New York citizen's participation in the enumeration effort.

Any questions regarding this LCM should be directed to Scott Cade (518) 474-7420.

Daniel D. Hogan
Executive Deputy Commissioner