



# The Census Project

**Invites you to a congressional staff briefing**

## ***The Census Bureau's American Community Survey: Ten Years of Delivering Data for Smart Decision-Making***

**Wednesday, May 27, 2015**

**12:00 – 1:00pm**

**Capitol Visitors Center 201-00**

*(Lunch included, starting at 11:45am)*

The American Community Survey (ACS) — the modern version of the census “long form” — is the nation's *only* source of comparable, consistent, updated, high-quality data on the demographic, social and economic characteristics of every community in the country. ACS data guide the allocation of over \$415 billion in federal aid to states and localities annually, to support transportation, housing, health, education, economic development, and other needs. Small and large businesses rely on ACS data to locate new stores and services, meet customer needs, and make long-term investments that spur economic growth. A majority of states use ACS data to set tax and spending limits. And ACS data are needed to implement civil rights laws.

Despite public and private sector reliance on ACS data, Congress has considered proposals over the past several years to weaken or even eliminate this ongoing part of the decennial census. One such proposal, to make ACS response voluntary, could increase the survey's cost by at least *30 percent* and leave less populous areas — such as towns, small counties, American Indian reservations and Alaska Native villages, urban neighborhoods, and rural communities — without any reliable data. Insufficient funding in FY2016 could force the Census Bureau to reduce the sample size, with the same or greater loss of data.

**Join us for a timely and informative briefing on why data users in virtually every American industry and sector support the American Community Survey.** Our experts will discuss the broad uses of ACS data and the cost and operational implications of a voluntary ACS.

### **Speakers**

Mary Jo Hoeksema  
Co-Director, The Census Project

Howard Fienberg  
Director of Government Affairs  
Marketing Research Association

Larry Jones  
Assistant Executive Director  
U.S. Conference of Mayors

Chris Gerlach  
Director of Public Policy Research  
International Council of Shopping Centers

Terry Ao Minnis  
Director of Census and Voting Programs  
Asian Americans Advancing Justice | AAJC

Please RSVP to Jason Shevrin at [jason.shevrin@gmail.com](mailto:jason.shevrin@gmail.com). For more information, please contact Census Project Co-Director Mary Jo Hoeksema at [<maryjo@popassoc.org>](mailto:maryjo@popassoc.org) or 202-341-7283.

Event cosponsors: American Planning Association; American Statistical Association; Asian Americans Advancing Justice | AAJC; Association of Population Centers; Association of Public Data Users; C2ER; Consortium of Social Science Associations; Council of Professional Associations on Federal Statistics; Direct Marketing Association; International Council of Shopping Centers; Internet Association; Marketing Research Association; Minnesotans for the American Community Survey; National Apartment Association; NALEO Educational Fund; National Association of Real Estate Investment Trusts®; National Association for Business Economics; National Association of Counties; National Coalition on Black Civic Participation; National Multifamily Housing Council; Nielsen; Population Association of America; Southeast Michigan Census Council; U.S. Conference of Mayors.

*This is a widely attended event relevant to official duties.*