

## *U.S. Census Bureau*

### *Spending Plan for the American Recovery and Reinvestment Act (Revised November 27, 2009)*

The U.S. Census Bureau received an appropriation in FY 2009 of \$1.0 billion to support 2010 census operations. The funds were initially designated for four areas:

1. Early Census Operations including early local census offices staff costs (\$750 million)
2. An enhanced advertising and outreach program (\$100 million)
3. An increased partnership program estimated to add 2,027 staff (\$120 million); and
4. Increased coverage follow-up after the initial census results are tallied (\$30 million)

Subsequent to the development of these initial plans, circumstances have changed and the following changes have been made in the funding levels for three of these efforts. . In the case of the coverage follow-up program, the final negotiated award was \$25.7 million or \$4.3 million less than the initial budget. The unobligated funding is being held as contingency for future coverage follow-up operations.

Five million dollars is being shifted from the partnership program to the advertising area. The increased funds will be used to create improved content for the 2010 advertising campaign. Improved content in the advertising area should encourage a higher response rate. This will not hurt the partnership program: the program hired staff later than had been initially planned so spending is lower than had been anticipated. Even at the lower funding level, the increased partnership staff will be supported throughout the life of the partnership program.

None of the program plans have been changed by the shift in funds. All performance metrics are still expected to be met as originally planned.