



STATE OF INDIANA

Mitchell E. Daniels Jr., Governor

DEPARTMENT OF ADMINISTRATION
Commissioner's Office

Indiana Government Center South
402 West Washington Street, Room W469
Indianapolis, IN 46204

Dear Hoosier,

Under the U.S. Constitution, a census is conducted every ten years. Personal data obtained through the census process are absolutely confidential. However, aggregated results are used to apportion congressional seats, inform policymakers, and distribute funding for many federal programs. For example, Indiana's share of Title I grants for public education, and funding for Medicaid, transportation, and social safety net programs are all determined using Census data. In total, each person secures up to \$1,200 in federal funds for his or her community simply by being counted. This makes getting an accurate count in the 2010 Census very important for the state of Indiana.

The U.S. Census Bureau is currently updating address lists of known residences. In March of 2010, it will send a short questionnaire to each address. After a period for initial response, non-responders will receive a follow-up questionnaire, followed ultimately by door-to-door canvassing. History shows the best way to ensure a complete count is to achieve a high initial response rate to the questionnaire received in the mail. Our goal as a state is to increase participation and decrease fear surrounding the Census, particularly in hard-to-count communities with initial low response rates. Simply put, we want to count every Hoosier.

Local communities across the country are working with the Census Bureau to promote the Census. To supplement those local efforts, in Indiana we are establishing a series of statewide Complete Count Committees made up of community leaders and organizations from a variety of sectors. The charge of the Complete Count Committees will be to work with the Census Bureau and their own constituencies to promote the 2010 Census using members' knowledge, networks, and ideas, with a special emphasis on reaching hard-to-count populations.

The committees are as follows: Business; Community & Faith-Based Organizations; Cultural Institutions; Higher Education; Local Government; Media; Rural & Agriculture; Schools; and Sports & Recreation. Each committee will promote awareness and publicity that will reach the specific populations they serve.

Your state and local communities will directly benefit from a complete count in 2010. I encourage you to support our efforts to count each Hoosier by serving on an Indiana Complete Count Committee.

More information is available at Indiana's Census website: <http://www.census.indiana.edu>.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark W. Turner".