

## Attachments H - Summer 2015 Mail Messaging Design Treatment Materials

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- Attachment H1 - A3\_Official Internet Invitation Letter
- Attachment H2 - A1\_Official Main Envelope
- Attachment H3 - Rem2\_Official Reminder Letter
- Attachment H4 - C6\_Official Choice Letter
- Attachment H5 - C1\_Official Main Envelope
- Attachment H6 - D1\_Official Second Reminder Card
- Attachment H7 - E1\_Official Final Reminder Card
- Attachment H8 - C4\_Official FAQ



U.S. Census Bureau  
Washington, DC 20233

A Message From John H. Thompson, Director of the U.S. Census Bureau:

Your address has been randomly selected by the U.S. Census Bureau to participate in the **American Community Survey**. The Census Bureau conducts this survey each year to give our country an up-to-date picture of how we live – including our education, housing, and jobs.

Communities across the country rely on information from this survey to decide where important services are needed, including:

- Improving roads and reducing traffic
- Building schools
- Planning for the health care needs of the elderly

Respond now at <https://respond.census.gov/acs>

**Your response is required by U.S. law.**

Because your household has been asked to participate on behalf of your community, it is vital that you complete this survey to help meet critical needs in your area.

**If you are unable to complete the survey online, we will send you a paper questionnaire in a few weeks.** The Census Bureau is using the Internet to collect this information to conserve natural resources, save taxpayers money, and process data more efficiently.

If you need help completing the survey or have questions, please call 1-800-354-7271.

Thank you in advance for your prompt response.

Sincerely,

John H. Thompson  
Director, U.S. Census Bureau

Enclosures

American Community Survey data help determine the annual distribution of more than **\$400 billion** in federal funds **to communities nationwide**.



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Bureau

**U.S. Department of Commerce**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
**National Processing Center**  
1201 E. 10th St.  
Jeffersonville, IN 47132-0001

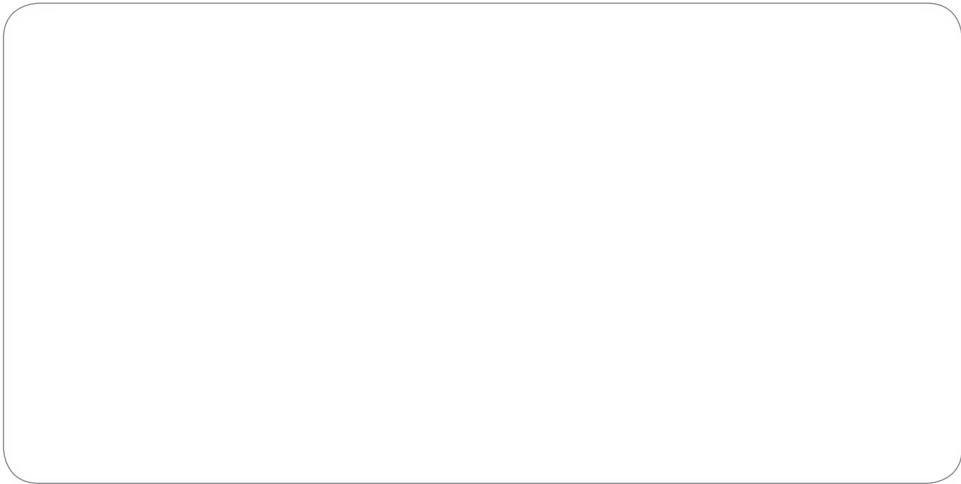
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AN EQUAL OPPORTUNITY EMPLOYER  
ACS-461M (06/2014)

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U.S. Census Bureau  
Permit No. #-##

**OPEN IMMEDIATELY**

**YOUR RESPONSE IS  
REQUIRED BY LAW**



**Your response is required by law.**

Su respuesta es requerida por la ley.

请您依法予以回应。

Luật pháp yêu cầu phải có phản hồi của quý vị.

Ваш ответ требуется обязательным по закону.

귀하의 응답은 법으로 요구됩니다.

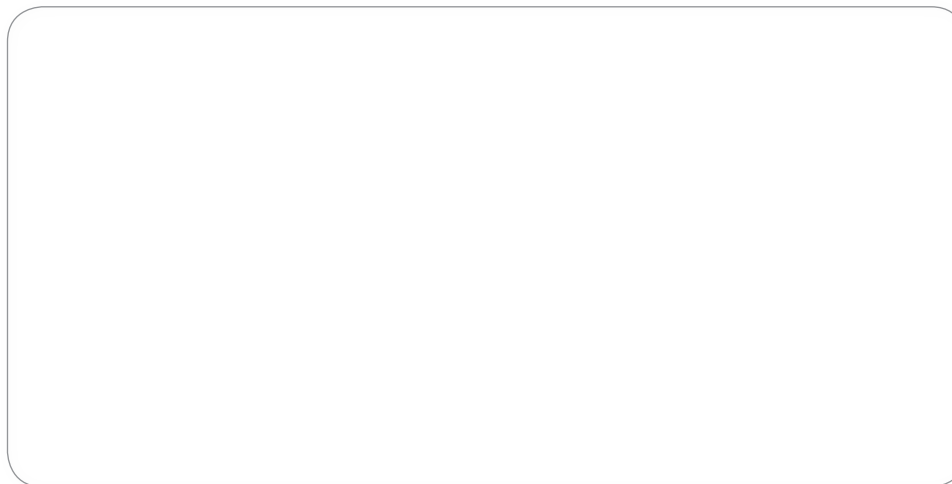


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U.S. Census Bureau  
Washington, DC 20233

ACS 999 999 093 01 111 1301 16  
SEQ001-00009

88888-92834

TO THE RESIDENT OF:  
Apt. 2, 2147 Montgomery Drive  
Anytown, MD 03612-1383

A Message From John H. Thompson, Director of the U.S. Census Bureau:

A few days ago, you should have received instructions for completing the **American Community Survey** online. Local communities depend on information from this survey to decide where schools, highways, hospitals, and other important services are needed. If you have not already responded, please do so now.

Respond now at <https://respond.census.gov/acs>  
Log in using this user ID: **12345-67890**

If we do not receive your response online, we will mail a paper questionnaire to your address.

**Your response to this survey is required by law.**

Your response is critically important to your local community and your country. Responding promptly will prevent your receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.

If you need help completing the survey or have questions, please call 1-800-354-7271.

Thank you in advance for your prompt response.

Sincerely,

John H. Thompson  
Director, U.S. Census Bureau

Enclosure



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U.S. Census Bureau  
Washington, DC 20233

A Message From John H. Thompson, Director of the U.S. Census Bureau:

The U.S. Census Bureau recently sent you a request to complete the **American Community Survey** online. If you have not already responded to this important survey, please do so now.

**Complete the survey using ONLY ONE of the following options:**

- Respond online at **<https://respond.census.gov/acs>**
- If you are unable to respond online, please fill out and mail back the enclosed questionnaire.

**You are required by U.S. law to respond to this survey.**

The Census Bureau has randomly selected your address, not you personally, to receive this survey as part of a nationally representative sample. Because you will be providing important information on behalf of your community, it is vital that you complete this survey to help meet critical needs in your area – including determining where to locate new schools, hospitals, and fire stations.

If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.

**Your answers are completely confidential.**

By law, the Census Bureau cannot publish or release information that would identify you or your household.

If you need help completing the survey or have questions, please call 1-800-354-7271.

Thank you for your prompt response.

Sincerely,

John H. Thompson  
Director, U.S. Census Bureau

Enclosures



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**U.S. CENSUS FORM ENCLOSED**

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**OPEN IMMEDIATELY**

**Your response is required by law.**

Su respuesta es requerida por la ley.

请您依法予以回应。

Luật pháp yêu cầu phải có phản hồi của quý vị.

Ваш ответ требуется обязательным по закону.

귀하의 응답은 법으로 요구됩니다.





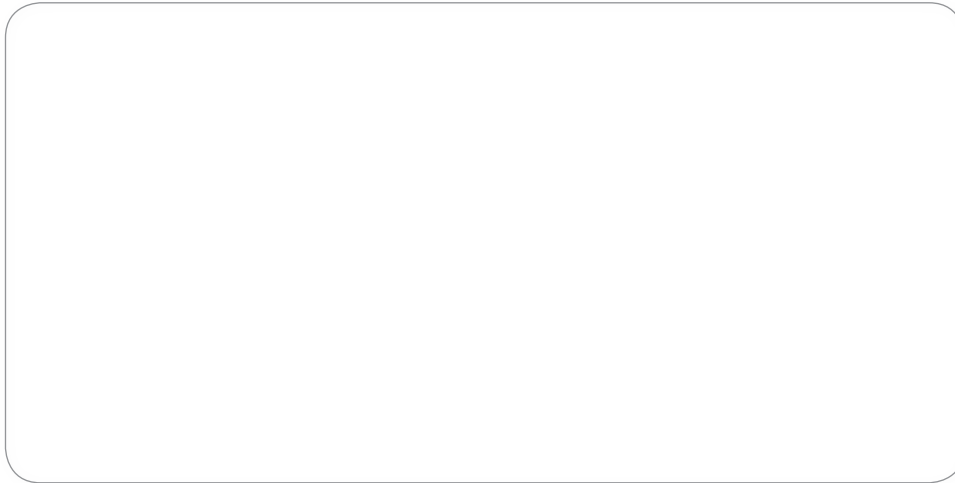
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**U.S. CENSUS FORM ENCLOSED**

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**YOUR RESPONSE IS  
REQUIRED BY LAW**

**OPEN IMMEDIATELY**



## **Your response is required by law.**

Su respuesta es requerida por la ley.

请您依法予以回应。

Luật pháp yêu cầu phải có phản hồi của quý vị.

Ваш ответ является обязательным по закону.

귀하의 응답은 법으로 요구됩니다.



## Now is the time to respond.

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already responded, it is imperative that you complete this survey now.

**Complete and mail back your paper questionnaire now.**

Or respond at <https://respond.census.gov/acs>

### **Your response is required by law.**

If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.

If you need help completing the survey or have questions, please call **1-800-354-7271**.

Thank you.



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**YOUR RESPONSE IS  
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ACS 999 999 093 01 111 1301 16  
SEQ001-00009

88888-9283

TO THE RESIDENT OF:  
Apt. 2, 2147 Montgomery Drive  
Anytown, MD 03612-1383



Dear resident:

The U.S. Census Bureau has sent you repeated requests to complete the **American Community Survey**. If you have not already responded, it is imperative that you complete this survey now.

**You are required by U.S. law to respond to this survey** (Title 13, U.S. Code, Sections 141 and 193).

**Complete and mail back your paper questionnaire now.**

Or respond at <https://respond.census.gov/acs>

**If you do not respond now, a Census Bureau interviewer may contact you by personal visit to complete the survey.**

If you would like to complete the survey by telephone or need assistance, please call **1-800-354-7271**.

Thank you.



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ACS 999 999 093 01 111 1301 16      88888-92834  
SEQ001-00009

TO THE RESIDENT OF:  
Apt. 2, 2147 Montgomery Drive  
Anytown, MD 03612-1383

## What is the American Community Survey?

The U.S. Census Bureau conducts the American Community Survey each month to give our country an up-to-date picture of how we live – including our education, employment, housing, and more. The American Community Survey is our nation's most reliable source of accurate data about every part of the country – from the smallest rural communities to the largest cities.

## How does my response benefit my community?

To make informed decisions, our communities need accurate and reliable information. Local charities, small businesses, and government leaders use the data collected by the American Community Survey to decide how to best meet the needs of our communities.

Each year, thanks to responses from people like you, communities across the United States receive more than \$400 billion for services such as reducing traffic congestion, providing job-training programs, and planning for the health care needs of the elderly.

## Will my response be confidential?

Yes. The information you provide will help create a picture of your community, but it cannot be used to identify you. By law (Title 13, U.S. Code, Section 9), all of the information the Census Bureau collects for this survey is completely confidential, and millions of people securely participate in the survey each year.

Census Bureau employees are subject to a \$250,000 fine and/or up to five years in prison if they disclose any information that could identify you.

Complete the American Community Survey online – it's the quickest and easiest way to respond.

Go to <https://respond.census.gov/acs>

If you need help or have questions about the American Community Survey, please call 1-800-354-7271.

Vaya a <https://respond.census.gov/acs> para completar la Encuesta sobre la Comunidad Estadounidense en Internet. Si usted necesita ayuda o tiene preguntas, por favor llame al 1-877-833-5625.

如需帮助或对美国社区调查有何疑问, 请致电 1-800-638-5945。

Nếu quý vị cần trợ giúp hay có thắc mắc về cuộc Điều tra Cộng đồng Người Mỹ, hãy gọi tới số 1-877-221-9436.

Если Вам потребуется помощь или у Вас возникнут вопросы относительно данного опроса внутри американского сообщества, звоните по телефону: 1-866-225-2297.

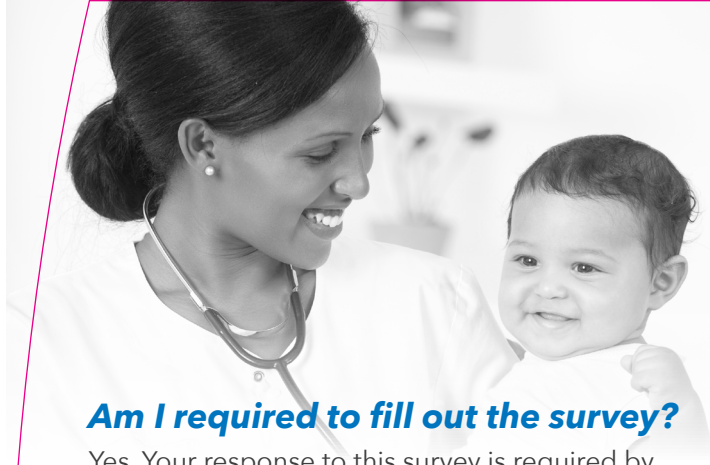
도움이 필요하거나 미국 지역사회 설문조사에 관해 질문이 있을 경우 1-800-722-6728번으로 문의하십시오.

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## The American Community Survey: Frequently Asked Questions





### ***Am I required to fill out the survey?***

Yes. Your response to this survey is required by law (Title 13, U.S. Code, Sections 141 and 193). As a randomly selected representative of your community, you are the voice of your neighbors and peers. To create an accurate picture of your community, it is critical that you respond.

### ***How will the Census Bureau use the information I provide?***

Your confidential response will be aggregated with information from other nearby households to produce a portrait of your community. This information is made freely accessible to government leaders, businesses, nonprofit organizations, and the public at large.

Based on the information you provide, you may be asked to participate in other Census Bureau surveys that are voluntary. We may combine your answers with information that you gave to other agencies to enhance the statistical uses of these data. This information will be given the same protection as your survey response.

## ***Why Do We Ask Certain Questions?***

Every question we ask contributes directly to providing beneficial programs or services to communities that need them most.

### ***Name***

Names help make sure that everyone in your household is accounted for, but that no one is listed twice. Names provided in surveys are never released or published.

### ***Disability***

Questions about disability provide the means to help develop disability employment and job-training programs and to put in place adequate public transportation accommodations for disabled people, among other uses.

### ***Plumbing and kitchen facilities***

These questions help to identify areas in danger of groundwater contamination or waterborne diseases and areas that may be eligible for housing assistance, rehabilitation loans, or special programs, such as Meals on Wheels.

### ***Income***

Data about income are used to distribute funds to school districts that serve economically disadvantaged children and to identify communities eligible for grants to stimulate economic recovery or run job-training programs, among other uses.

### ***Home value or rent payment***

Government and planning agencies use answers to these questions to evaluate housing affordability and neighborhood quality, develop housing assistance plans for elderly and low-income households, determine impacts of transportation infrastructure on property values, and generally help families to afford decent, safe, and sanitary housing.

### ***Occupation***

Answers to questions about the jobs people hold provide information on unemployment levels and the availability of workers in different areas of the country. Communities can use this information to evaluate demand for staff in certain occupations, and companies can decide where to locate new plants, stores, and offices.

### ***Journey to work***

Answers to these questions help communities plan road improvements, develop public transportation services, and design programs to ease traffic problems.

### ***Education***

Responses to these questions help to determine the number of public schools and day care services required in a community, develop adult education and literacy programs, and assess the qualifications of the U.S. workforce.

***“1.6 million people in this country live without full indoor plumbing. When we know where they live, we can prevent groundwater contamination.”***

***– Jim Dawson,  
Public Health Director***

