



UNITED STATES DEPARTMENT OF COMMERCE
Office of Inspector General
Washington, D.C. 20230

July 7, 2010

MEMORANDUM TO: Michael L. Palensky
Chief, Acquisition Division
U.S. Census Bureau

FROM: Ronald Prevost, Ph.D. 
Assistant Inspector General for Economic and Statistical
Program Assessment

SUBJECT: Challenges with Distributing Promotional Campaign Materials
to Stakeholders through Regional Census Centers (CAR-19550)
Audit Closeout

This letter is to advise you that the Office of Inspector General has terminated the audit of the 2010 Census promotional campaign materials program in order to focus our efforts on reviewing other decennial operations.

We concentrated on the communication campaign promotional materials produced under Task Order No. 8, "Support to Partnership Program," by Draftfcb, Inc., a communications agency contracted by Census. We sought to identify outstanding issues concerning the timeliness and appropriate targeting of Task Order No. 8 deliverables to the 12 regional Census offices, and whether what we found could lead to recommendations that would improve the public's response to the 2010 decennial.

Overall, we found that Draftfcb successfully developed and distributed promotional campaign materials to stakeholders through the regional Census centers. However, sufficient deliverables were not initially available for the centers to satisfy early stakeholder needs. Also, many of the centers did not receive enough materials for its partnership events.

Though Census staff attempted to address the shortfalls, a rapid response strategy, as described in the 2010 Census *Integrated Communications Campaign Plan*, did not exist. We are not issuing formal recommendations, but we suggest Census develop a rapid response strategy as part of its planning for the 2020 Census communication campaign.

We would like to thank you and your staff for your cooperation during this audit. If you have any questions, please contact Rodney Britt at (202) 482-2941.

cc: Wesley Dias, audit liaison, Economics and Statistics Administration
James L. Dinwiddie, Decennial Management Division, Census
Adam Miller, audit liaison, Census
Pamela White, external liaison branch chief, Census