



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager Richard C. Rossi, Deputy City Manager

March 31, 2000

President Margaret A. McKenna
Lesley College
29 Everett Street
Cambridge, MA 02138

Dear President McKenna:

U.S. Census 2000 will be the largest peacetime effort in the history of the United States. It is critically important that every Cambridge resident be included in the count, which will take place in March and April this year.

There are many reasons people may fail to respond to mailed Census questionnaires and even to enumerators at their doors, including language and literacy barriers, fear of the government, misunderstanding of the purpose and importance of participating, reluctance to divulge personal information and simply the demands of busy daily lives. Some may not know that information they provide to the Census is absolutely confidential and cannot be shared even with other federal agencies or the Executive Branch. Within the college and university setting, students may believe they should be counted at the homes of their parents in other locations when in actuality they should be counted in Cambridge where they are residing for educational purposes. Young adults in general are one of the undercount-prone population groups.

The cost of failure to reply is very high to community agencies and to local government, both of which receive funding on the basis of population numbers and characteristics. Complete Census figures assure the availability of equitable levels of state and federal funding to municipalities for infrastructure and services used by all, including students, faculty and staff at institutions of higher learning. Other types of funding are geared to the most disadvantaged residents, a group for whom you and your students have consistently demonstrated concern through a variety of generous contributions and volunteer initiatives. Major efforts have been underway for months to prevent an undercount in Cambridge like the one estimated at 4,000-5,000 people in the 1990 Census, but I urge your assistance now in the face of early reports of poor return rates among students at other institutions.

I am certain you have communicated to your staff and faculty how essential their full cooperation with Census Bureau employees is as they work on campus. An email or letter from you, however, to each student explaining the importance of responding to the Census would be of great value and my staff would be happy to assist in drafting a communication. Timing is critical, since students will receive their Census forms within the next few days. If you would like additional information on our Census promotion effort or if we can help in any way, please contact Complete Count Committee chair Stephanie Ackert at 349-6204.

Yours truly,

Robert W. Healy
City Manager



2000 Things 2 Do in 2000



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

March 31, 2000

President Charles Vest
Massachusetts Institute of Technology
77 Massachusetts Avenue
Cambridge, MA 02139

Dear President Vest:

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Yours truly,

Robert W. Healy
City Manager

cc: Paul Parravano
Lydia Snover



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Robert W. Healy, City Manager Richard C. Rossi, Deputy City Manager

March 31, 2000

President Neil L Rudenstine
Harvard University
Massachusetts Hall
Cambridge, MA 02138

Dear President Rudenstine:

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There are many reasons people may fail to respond to mailed Census questionnaires and even to enumerators at their doors, including language and literacy barriers, fear of the government, misunderstanding of the purpose and importance of participating, reluctance to divulge personal information and simply the demands of busy daily lives. Some may not know that information they provide to the Census is absolutely confidential and cannot be shared even with other federal agencies or the Executive Branch. Within the college and university setting, students may believe they should be counted at the homes of their parents in other locations when in actuality they should be counted in Cambridge where they are residing for educational purposes. Young adults in general are one of the undercount-prone population groups.

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Yours truly,

Robert W. Healy
City Manager

cc: Vice President Grogan



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Letter sent to Lesley College, MIT and
Harvard University regarding Census 2000.

March 31, 2000

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