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Subject ACORN issue: Criteria for Selecting Who to Partner·With for
the 2010 Census

Burton,

Our overall goal for the National Partnership Program was to work with national organizations and
corporations that could help us reach the hard-to-count populations.

Here is what we did to identify who to partner with:

1. We used the list of national organizations and corporations who partnered with us in Census 2000 as a
starting point.
2. We added Advisory Committee members that were national organizations
3. We used the "cluster" segmentation research to try to identify national organizations that served one of
the 3 hard to count clusters (The Economically Disadvantaged, The Unattached Mobile Singles, and High
Density Areas With Ethnic Enclaves). This was very difficult to do with national organizations, but we tried
as best we could to use the research.

Our criteria·for NOT partnering with a group:

1. Didn't meet criteria above
2. Hate groups
3. Law enforcement, anti-immigrant groups, any groups that might make people fearful of participating in ⬅
the Census
4. Do not serve the hard to count population