

CITY OF JERSEY CITY

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Jersey City To Kick-Off 2010 Census Road Tour *Federal Funding Opportunities, Congressional Redistricting and State Legislative Districting Dependent on a Proper 2010 Census Count*

JERSEY CITY – Mayor Jerramiah T. Healy and members of the **Municipal Council** will kick-off the **2010 Census Road Tour** at 12:00 p.m. on **Tuesday, January 5, 2010** at the **City Hall Council Chambers, 280 Grove Street**. Mayor Healy would like to **increase public awareness concerning the upcoming 2010 Census and to motivate residents to participate** in a manner that produces the best and most accurate count in Jersey City.

During the United States 2000 Census, the population of Jersey City was 240,055, making it New Jersey's second-largest city, behind Newark. However, since the last Census count, Jersey City has undergone tremendous growth.

There has been an increase in the number of housing, residents, and an increase number of families staying in Jersey City to raise their families. As a result of Jersey City's exponential growth, experts project that Jersey City could surpass Newark as New Jersey's largest city.

The City of Jersey City is working aggressively to ensure an accurate count. The upcoming **2010 Census Road Tour** is Jersey City's second major effort in raising awareness of the importance of "being counted" in the 2010 Census program.

The 2010 Census Road Tour is a collaborative event engaging community leaders and the 2010 Census partners with the local community. The on-site road tour experience features information on how be counted benefits the community, visitors can contribute their voice and picture to the 2010 Census "Portrait of America," and hear and see local artists.

"Jersey City was grossly undercounted during the last Census," said **Mayor Healy**. "An undercount in Jersey City would mean a severe reduction in our fair share of federal dollars, which will directly affect the quality of life in our communities. In order to be recognized as the largest city in the state, I strongly urge all residents to answer the Census questionnaire on April 1, 2010."

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The government uses the Census data to determine how more than \$300 billion in federal funding will be distributed to state and municipal governments.

An accurate count of Jersey City's population enables the city to make additions and improvements on capital projects, social services, education, transportation and much more. Such projects and programs are vital to Jersey City's continued growth, revitalization and economic stability. The information gathered by the 2010 Census will affect municipalities like Jersey City for the next decade.

The City's resources are being utilized as a means to raise Census visibility. The City's website, www.jerseycitynj.gov, is being regularly updated and there will be a dedicated e-mail account and phone number for people to call in and register to volunteer for efforts in their neighborhoods. In addition, the Census logo has been added to all printed publications and broadcast media, including public service announcements airing on JC1TV and the City's website. Also, Jersey City facilities are being used as training sites for Census canvassers and there will be a Census survey site, making the survey readily available for completion, thereby ensuring that everyone gets counted.

The United States Census Bureau is launching a massive address canvassing operation to verify and update more than 145 million addresses as it prepares to conduct the 2010 Census. The address canvassing operation will be conducted out of 151 local census offices across the U.S. The official kickoff date for the U.S. Census is April 1, 2010.

Also, Jersey City has launched a **Jersey City's Complete Count Committees Campaign**, which involves community and government leaders who can organize teams of local people able to provide the cultural and community insight necessary to make the 2010 Census a success. The aim is to 1) Count Everyone; 2) Count Everyone Once; and 3) Count Everyone in the Right Place.

It is Jersey City's aim to rank number one in the state. Every resident's involvement is crucial to accomplish this. Volunteers are needed in each ward for the Complete Count Committees, Census walks, and phone banks. Individuals are needed to reach out to members of their community for additional support and involvement.

Nationwide, more than 140,000 census workers will participate in the address canvassing operation, a critically important first step in assuring that every household receives a census questionnaire in March 2010.

In the 1990 Census survey, more than 4 million people were missed and many of whom refused to send in their forms or didn't receive them. Children, minorities and immigrants made up most of the undercount.

The U.S. Constitution requires that everyone living in the United States be counted every ten years. The first U.S. Census was conducted in 1790 by Federal marshals.

For information, please e-mail census2010@jcnj.org or visit us at jerseycitynj.gov

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///