

# CITY OF JERSEY CITY

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## ***City of Jersey City to Launch 2010 U.S. Census Efforts Fairness of 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 hold an **11:30 a.m. press conference on Tuesday, September 15, 2009** 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.

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.

"The U.S. Constitution requires a national census every ten years. This is one of the most important events in the public and political life of those living in the United States," stated **Mayor Healy**. "It is critical that all municipalities across the country elevate public awareness on the importance of the 2010 census and how counting every resident does matter. The information gathered by the 2010 Census will affect municipalities like Jersey City for the next decade."

The government uses census data to determine how many representatives each state should get in Congress and to distribute hundreds of billions of dollars in federal aid. As of the **United States 2000 Census**, the **population of Jersey City was 240,055, making it New Jersey's second-largest city**, behind Newark.

"The census data gathered will directly affect how more than \$300 billion in federal funding will be distributed to state and municipal governments," said **Mayor Healy**. "Clearly having every Jersey City

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resident counted is extremely important and will ensure that our city receive a fair share of federal funding for neighborhood improvements, social services, education, transportation and much more."

The City of Jersey City is aggressively working to raise awareness of the importance of "being counted" in the 2010 Census program. The City's resources are being utilized as a means to raise Census visibility. The City's website, [www.jerseycitynj.gov](http://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, a PSA is 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.

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.

Several residents, organizations, and community groups have been actively involved in this effort. For example, the Filipino community is hosting "2009 Lakad Tulong," a walk-a-thon in support of both disaster relief in the Philippines and to encourage Filipinos to participate in the Census count, as there will be a specific category, "Filipino," to define their own ethnic identity.

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.

"You can make a difference," added **Mayor Healy**. "Being counted by the U.S. Census will not lead to deportations, arrests or tax audits. The purpose of 2010 Census is to simply count the people, nothing more. So, I urge that all Jersey City residents, young and old, participate in the 2010 Census. 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."

Nationwide, the 1990 Census survey missed more than 4 million people, 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.

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