



2010 CENSUS: IT'S IN OUR HANDS

U.S. Census Bureau, NYRCC, 330 W. 34th Street, 13th floor, New York, NY 10001

Join the 2010 Census Road Tour in Spreading the “Be Counted” Message in Your Neighborhood

Dear 2010 Census Partner,

We are only weeks away from the national count of America’s population and the momentum is building to get everyone counted in the New York region.

From January to April 2010, the 2010 Census Portrait of America Road Tour is traveling across New Jersey and New York to educate communities about the 2010 Census and encourage everyone to complete and return the census form when it arrives in March 2010. This free, entertaining tour experience is specifically designed to inspire interest in the 2010 Census and ensure census participation.

The New York regional vehicle, named “Liberty”, is one of 12 regional vehicles traveling nationwide. Liberty will travel to each of the 19 counties of the New York Regional Census Center’s jurisdiction (NY counties – Bronx, Kings, New York, Queens, Richmond, Westchester, Nassau, Suffolk, Rockland; NJ counties – Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union, Warren). Our region’s road tour itinerary will focus on neighborhoods that historically have returned the lowest percentage of census forms; and have therefore presented the greatest challenge to achieving a full and accurate count.

Road tour events will encourage community leaders, performers, artists, and Census partners to participate in a fun way for locals to learn more about the makeup of their community. Census Bureau staff will conduct interviews, record public service announcements, distribute customized promotional items, and provide educational materials about the 2010 Census.

As a 2010 Census partner and/or trusted voice in your community, I hope you will encourage your employees, organization members and those you serve to support and attend Road tour events. You may follow the Road Tour itinerary and more online at 2010census.gov/roadtour.

Your efforts, in tandem with other 2010 Census public awareness initiatives, will help ensure everyone is counted in your community.

Sincerely,

Lester A. Farthing
Regional Director