

Local Officials:

As I have been promoting in various speeches, presentations, and written communication since mid-June, the 2010 U.S. Census is fast approaching. The 2010 U.S. Census means business – dollars to your community from the state and federal government; representation in Congress and the Indiana General Assembly; and ensuring economic developers and others know just what your community is like. **I need you, as a local official, to promote the 2010 U.S. Census in your community to accomplish our mission of ensuring every Hoosier is counted!**

The Census counts all people living in the United States – whether citizen or non-citizen, legal or undocumented, homeless or housed. The U.S. Census happens once every 10 years and is required by the U.S. Constitution. It is important that every Hoosier household complete the Census form. The information collected from the Census is used to assist government leaders in making major decisions, such as the apportionment of seats in the U.S. House of Representatives and Indiana General Assembly; and to help distribute \$300-\$400 billion in federal funds back to state and local governments each year.

Participation in the U.S. Census is required by law. The information provided to the Census is absolutely confidential.

The U.S. Census forms will be mailed in February - March 2010 and must be completed and returned by **Census Day - April 1, 2010**. >From May to July 2010, Census workers will follow up with visits to every address from which they received no response by Census Day. In December 2010, the Census Bureau delivers population counts to the President of the United States for apportionment.

I need your help to promote the 2010 U.S. Census among the residents in your communities. Again, making sure every Hoosier is counted is our mission. Here are some ways that you, as a local official, can promote the 2010 U.S. Census:

- Make use of the attached handouts. Post or make the handouts available in public, high-traffic areas of your agency or public office, so the handouts can be accessed or viewed by members of the general public.
- Add a link from your office's Web site to www.census.indiana.edu.
- Use your office's "on hold" recording to inform callers about the 2010 U.S. Census.

- Insert 2010 U.S. Census information, which is available at www.census.indiana.edu, in publications, newsletters, presentations, speeches, and mailings.
- Talk to your employees! Make sure they are reminded to fill out the form as April 1, 2010 approaches.

Very Respectfully,

TIMOTHY J. RUSHENBERG

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