



## Perris News

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### Census 2010: We Can't Move Forward Until You Mail It Back

That's the message the City of Perris and the U.S Census Bureau want to send to all City residents when they receive their 10-question census form in the next two weeks.

"Everyone will get an envelope from Uncle Sam and it's vital that all the questions be answered," said Associate Planner Diane Sbardellati, the City's point person on the 2010 Census. "It should take less than 10 minutes to complete. Mail it back. The federal government uses this data to determine how much money the City will receive. If residents know the Census is coming, they will be less surprised and less likely to ignore the letter."

Sbardellati said just 68 percent of the City's population—barely two out of every three people—were counted during the 2000 census. That meant thousands of Perris residents were left out.

Since U.S. Census experts estimate that every person brings \$20,000 to his or her home town each decade, the City of Perris potentially lost millions of dollars in the last 10 years. That money could have gone to build roads, parks public safety, housing and school programs."

Census forms will start to arrive March 15, Sbardellati said, and residents are urged to complete them as soon as possible and return them to the Census Bureau.

Updates about the Census will be posted on the City's website, [www.cityofperris.org](http://www.cityofperris.org), its facebook page, Channel 3 and on the electronic billboard at the Perris Valley Auto Center on Interstate 215.

During the 2000 Census, 72 percent of occupied households mailed back their forms.

In 2010, federal officials are challenging communities to do better. The Census Bureau's "Take 10" campaign gives local government officials a wide range of tools to inspire communities to meet the challenge. These include:

- An interactive, map-based, ["Take 10" Web site](#) that allows local areas to track and compare their 2010 Census mail back participation rates, which will be updated on a daily basis at, and to look up their 2000 Census participation rates.
- An [electronic toolkit](#) is available which includes talking points, sample speeches, new releases, newsletter copy, event suggestions, flyers, stickers, and doorknob hanger templates, and more.
- Suggestions on how to use friendly competition with other communities to inspire participation in the census.

Over the next 10 years Riverside County could lose more than \$250 million for hospitals, schools, senior centers, transportation projects and other important services if the census misses even one out of every 100 Riverside County residents. Your help is needed to spread the word that the census is important, quick, confidential and necessary to bring millions of dollars back into our communities.

Robert M. Groves, director of the U.S. Census Bureau, said the census form is one of the shortest in the 220 years since the government began keeping population statistics.

The stakes are high, Groves said. An accurate count of the local population helps to ensure that your community receives its fair share of federal funding.

"The 2010 Census: It's in our Hands," Groves said.

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Watch a short video from WRCOG:  
[in English](#) | [en Español](#)