



For Immediate Release

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Noted Economist Encourages Efforts to Diminish Census Count Barriers *Salt Lake City Complete Count Committee Drives Multicultural Focus of 2010 Census*

SALT LAKE CITY – One of Utah’s leading demographic economists says outreach and education are vital to accurate and complete 2010 Census data collection. Dr. Pamela Perlich, a senior research economist in the Bureau of Economic and Business Research at the University of Utah, says as the 2010 U.S. Census is fast approaching, the Salt Lake City Census Complete Count Committee (CCC) must move forward with a detailed plan to count all residents.

At a meeting this week in City Hall, Perlich praised the committee, convened by Mayor Ralph Becker in June of this year to raise awareness about the importance of the Census, for its proactive efforts to identify barriers to participation and create solutions to ensure a comprehensive count. The goal of the CCC is to improve the response rate to the Census survey by utilizing local community and government leaders to develop and implement a locally-based outreach and awareness campaign.

The City’s multicultural population, not adequately represented in the 2000 count, is of particular interest to the Salt Lake City CCC. Census participation provides vital information for program creation and helps determine specific funding needs for communities.

During the Complete Count Committee meeting, Perlich led a discussion with committee members. Topics included the importance of census data, cultural misperceptions surrounding the counting process, and other issues related to the 2010 count. The Salt Lake City CCC will implement an outreach plan focused on educating multicultural communities within the City on the importance of accurate data collection.

“Our goal is to inspire all residents of our Capital City to stand and be counted to fund programs, provide services and better meet the needs of our diverse communities,” said Yolanda Francisco-Nez, co-chair of the Salt Lake City Complete Count Committee and coordinator for the Mayor’s Office of Diversity and Human Rights. “The committee promotes a complete Census by reaching across cultural and community barriers and addressing misconceptions so every resident feels comfortable being counted. This ideal is in closer reach with the support of leaders like Dr. Perlich.”

For more information on the Salt Lake City 2010 Complete Count Committee contact Yolanda Francisco-Nez at yolanda.francisco-nez@slcgov.com or Joanne Milner at joanne.milner@slcgov.com. For more information on the 2010 Census, go to www.2010.census.gov.

About the 2010 Census

The 2010 Census is a count of everyone living in the United States and is mandated by the U.S. Constitution. Census data are used to designate Congressional and state legislative boundaries, distribute more than \$400 billion in federal funds to local, state and tribal governments each year and to make decisions about what community services to provide. The 2010 Census questionnaire will be one of the shortest in history and consists of 10 questions, taking about 10 minutes to complete. Strict confidentiality laws protect the privacy of respondents and the information they provide.

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