



County of Rockland

Office of County Executive C. Scott Vanderhoef

NEWS RELEASE

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FOR IMMEDIATE RELEASE
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Vanderhoef Appoints “Complete Count” Committee for 2010 Census

New City, NY- Rockland County Executive C. Scott Vanderhoef joined with US Census Bureau Deputy Regional Director Ligia Jaquez today to announce the formation of Rockland County’s Census 2010 Complete Count Committee. Key community, local business and agency leaders representing a cross-section of the Committee and the Rockland County community were also present at the event.

The Rockland County Complete Count Committee is a volunteer group whose purpose is to help increase awareness about the census and motivate residents in the community to respond. The members represent an actual cross-section of the Rockland County community as a whole. By bringing together community and local government, business and service agency leaders, the CCC will help achieve an increased Census response rate by lending local knowledge and expertise to the process.



US Census Bureau Deputy Regional Director Ligia Jaquez and County Executive Vanderhoef with proclamation

“The Census Bureau is charged with the daunting task of counting all residents living in the United States on April 1, 2010, counting them only once, and counting them in the right place – a monumental undertaking,” said Vanderhoef. “We have established a partnership with the Census Bureau to help explain the importance of completing the 2010 Census to people in Rockland County, and I have created the Rockland County 2010 Census Complete Count Committee (CCC) to ensure all of our communities are properly informed and aware of the importance of participating in the Census. The people represented on the CCC are leaders in their communities who know best how to reach out and communicate with their residents.”

“The census is the largest domestic operation conducted by the federal government, and the Census Bureau cannot accomplish it alone. The 2010 Census is thrilled to partner with County Executive C. Scott Vanderhoef and the County of Rockland to ensure the most accurate count,” said New York Deputy Regional Director Ligia Jaquez, U.S. Census Bureau.

“The Complete Count Committee speaks the language of our community,” said CCC Co-Chair Ronaldo Figueroa. “Our membership represents government, education, business, religious organizations, media and service agencies from within Rockland County. With a ‘neighbor informing neighbor’ strategy, the CCC will carry out a Census Awareness Campaign that will help to ensure each resident is aware of the importance of an accurate census count.”

CCC Co-Chair Michael D'Angelo said, "The Complete Count Committee is the latest of a variety of programs and initiatives that the County has undertaken over the past several years in collaboration with the Census Bureau, our local community and our municipalities, in an attempt to have the 2010 Census be the most accurate count possible for Rockland. The CCC initiative is a vital component of this effort."

"Nothing can be more important for Rockland than an accurate census count," said Rockland County Legislature Chair Harriet Cornell. "All manner of funding allocations are based upon census figures. It is incumbent on the county to alert the public and to assure them that being counted will help, not hurt them."

Other community leaders who have been nominated to the Committee will be receiving letters of invitation in the mail this week. Vanderhoef also issued a proclamation at the event designating July 21, 2009 as Census Awareness Day in Rockland County.



2010 CENSUS
IT'S IN OUR HANDS

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