

**CITY OF ROCHESTER HILLS  
OFFICE OF THE MAYOR**

**BRYAN K. BARNETT, MAYOR**

**FOR IMMEDIATE RELEASE**  
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**Rochester Hills Partners with the U.S Census Bureau**  
**What is in a Number?**

Rochester Hills, MI – The City of Rochester Hills has partnered with the U.S Census Bureau to raise awareness of the 2010 Census and to help achieve a complete and accurate count. Census counts are used to determine how much federal funding Rochester Hills could receive for local road projects, senior centers - like the OPC, school lunch programs, and the college tuition grant and loan programs, just to name a few.

In addition to funding, the Census data gives Rochester Hills a voice in Congress by determining how many seats Michigan will have in the U.S. House of Representatives. That means more local people fighting for what our community needs in Washington.

“As an organization that serves the informational needs of the community, we are dedicated to ensuring every resident understands the importance of participating in the 2010 Census,” said Mayor Bryan Barnett.

The last time a Census poll was taken in 2000, Rochester Hills did not report very well, ranking in the bottom 5 of all cities in Oakland County. As a result, the city has established a Complete Count Committee, which has implemented a city-wide outreach that will spread the word about what the 2010 Census means to Rochester Hills.

“You name it, we have done it, from social media networking on Facebook and Twitter, to church outreach support, and even implementing a “It Counts to be Counted” door hanger campaign,” states Barnett. “We will be canvassing the city with literature and visual reminders leading up to the official Census Day, April 1, 2010.”

Census forms will be delivered or mailed to households in March 2010. Households should complete and mail back their responses upon receipt. Census workers will visit households that do not return their forms to take a count in person. By law, the Census Bureau cannot share respondents’ answers with anyone, including other federal agencies and law enforcement entities. For more information about the 2010 Census, visit [2010census.gov](http://2010census.gov).

Established in 1984 the City of Rochester Hills offers a complete and diverse community. Recently voted one of the top 100 best places to live (2009) the City of Rochester Hills is committed to being the preeminent place to live, work and raise a family.

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