



March 15, 2010

Dear Quad City Media,

The 2010 Census will document the changes in our nation and tell us how we've evolved as a country. Locally, the 2010 Census will tell us how the Quad Cities is changing. It is vital to the growth of the Quad City community that every person be counted.

Federal funding allocations to local communities are based on census data. In addition, census data provides information on population growth and other key demographic information. Census data are used for legislative and congressional redistricting, as well as to determine funding and locations for schools, housing, child-care centers, shopping centers, roads, and more.

As you know, population growth has been an important goal for the Quad Cities. In order to ensure that every person is counted on Census Day, April 1, 2010, your assistance, as a key member of the Quad City media, can help. We are challenging each media outlet to run public service announcements promoting the 2010 Census. Bi-State Regional Commission is leading our area-wide census efforts, and has information ready to use in this effort. Please contact Meghan Overton at (309) 793-6300 for these materials.

As a trusted source of information in the community your organization can deliver information to the general public and many of the hard-to-count and undercounted groups, such as immigrants, migrant workers, and ethnic populations.

Time is of the essence. One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete. Census forms will be delivered or mailed to households in March 2010. Census Day is April 1, 2010, the official day of the population count. 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.

We hope you will accept this challenge. We, as elected officials, will do our best to spread the word as well. A series of media conferences are planned to share information about the census.

"Be counted in 2010." Thank you.

Sincerely,

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Mike Freemire  
Mayor, City of Bettendorf

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Bill Gluba  
Mayor, City of Davenport

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John Thodos  
Mayor, City of East Moline

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Don Welvaert  
Mayor, City of Moline

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Dennis Pauley  
Mayor, City of Rock Island

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James Bohnsack  
Chair, Rock Island County Board

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Chris Gallin  
Chair, Scott County Board