

Campaign urging residents to get on board with census

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Riverside County officials began the county's 2010 census awareness campaign Monday, releasing a bilingual video emphasizing the importance of taking part in the population count.

"It's absolutely crucial that we count as many of our residents as possible," said Board of Supervisors Chairman Marion Ashley. "We can't afford to miss out on better roads and schools, programs that protect children and the elderly — the list goes on and on."

According to Census Bureau officials, for every person counted, \$1,200 in federal funds goes to local agencies for services.

The forms consist of 10 questions that officials estimate will take the average person about 10 minutes to complete. Residents should receive their census packets shortly.

Census estimates help determine the size and location of congressional districts, as well as representation in the Legislature, officials said.

The board of supervisors declared March as Census Month in Riverside County.

The video released Monday explains the need for census participation and can be located at www.countyofriverside.us and www.rccensus.org.

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