

EXECUTIVE ORDER No. 127

NYC CENSUS 2010

April 1, 2009

WHEREAS, a count of the number people living in the United States, regardless of citizenship status, is required every ten years by the United States Constitution; and

WHEREAS, this count is known as a census; and

WHEREAS, the next count will take place in 2010 and will be conducted by the United States Department of Commerce's Census Bureau by mailing or delivering a short census questionnaire to every household, which must be completed and mailed back; and

WHEREAS, under federal law, personal information provided in response to the census is strictly confidential, will not be shared with any federal, state or city agency, and will remain private for 72 years.

WHEREAS, it is critical that New York City's ("City") diverse population of well over 8 million is fully and accurately counted in the 2010 census; and

WHEREAS, the population results of the 2010 Census will determine the number of representatives that the City and State of New York will have in the United States House of Representatives, the boundaries of congressional districts and the allocation of federal funds for vital City services; and

WHEREAS, full participation by all New Yorkers in the census is in every community's best interest and in the best interest of the City overall;

NOW, THEREFORE, by the power vested in me as Mayor of the City of New York, it is hereby ordered that:

Section 1. There is established the NYC 2010 Census Office to be headed by the City Census Coordinator. The Census Coordinator shall serve as the primary liaison between the City and the federal Regional Census Office ("Regional Office"); and shall:

- a. assist the Regional Office in identifying hard to count areas and populations by working with the Department of City Planning Population Division, Mayor's Community Affairs Unit, Mayor's Office of Immigrant Affairs, the Mayor's Office of People with Disabilities, the New York City Housing Authority and the City's Commission on Human Rights to identify underrepresented neighborhoods and populations and the leaders of these communities to raise public awareness about the importance and benefit of participating in the 2010 census;
- b. collaborate with the Regional Office on a clear and consistent message to encourage full participation by all New Yorkers in completing the 2010 Census; and
- c. spearhead the formation of "NYC 2010 Census Partners" a broad network of diverse leaders from all sectors across the City such as, but not limited to, large and small business owners, the City's cultural and education institutions, religious and social organizations, community-based organizations, labor unions, disability advocacy groups, and elected officials;
- d. work with City agencies to develop and implement plans to promote the 2010 census through their existing communications and outreach activities.

§2. All agencies shall cooperate with the NYC 2010 Census Office and the City Census Coordinator as requested.

§3. This order shall take effect immediately.

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Michael R. Bloomberg  
Mayor