



# City of Los Banos

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## **Census Challenge for the City of Los Banos**

### ***March to the Mailbox***

**LOS BANOS** – The City of Los Banos has a huge stake in ensuring each resident in our community is counted in the 2010 Census. With accurate census data Los Banos can receive its fair share of federal funds each year for things like: hospitals, training centers, schools, senior centers, infrastructure projects and emergency services. In addition, the data collected by the census also helps determine the number of seats California has in the U.S. House of Representatives.

It is estimated that there is a loss of \$1,000 to \$2,000 per person for every resident not counted. Our region receives far fewer federal services for its tax dollars than almost any other region in the country. Further, our region has been among those hardest hit by the recession and experienced some of the highest unemployment and foreclosure rates in the nation. Obtaining an accurate count of our population, as well as key social and economic data, is more important than ever.

If 100% of households mailed back their questionnaire forms, taxpayers would save \$1.5 billion dollars. The Census is challenging each community to exceed its own mail participation rate from Census 2000.

In 2000, the City of Los Banos' final participation rate was 79%, Merced County was 74%, the State of California was 73% and the Nation was 72%.

According to the Census Bureau, the government can save \$85 million for every 1 percent increase in the national participation rate, because the bureau would not need to send census takers door to door.

The City of Los Banos and the U.S. Census Bureau will be hosting a “March to the Mailbox” event to motivate the residents of Los Banos to return their 2010 Census forms. The event will be held Saturday, April 10, 2010 at Pacheco Park from 10am to

3pm. There will be free food, live entertainment and a community walk to the post office at 3pm to mail back census forms.

“The March to the Mailbox event will be a rally for the community to take pride and ensure every household with the City of Los Banos is counted,” said Stacy Souza, chairwoman of the Los Banos Complete Count Committee. “We are trying to encourage participation by letting everyone know that the 2010 Census is quick, it’s easy, it’s confidential, but most of all, it’s important for our community.”

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