



NEW YORK STATE
OFFICE OF TEMPORARY AND DISABILITY ASSISTANCE
40 NORTH PEARL STREET
ALBANY, NEW YORK 12243-0001

David A. Paterson
Governor

March 19, 2010

Dear Colleagues:

The 2010 Census is now officially underway, with forms beginning to arrive in 120 million mailboxes across the country this week. We are writing to you today because it is vitally important that we all do what we can to maximize participation in the census count here in New York State.

The Census will play a critical role in determining how the federal government distributes more than \$400 billion each year back to the states for critical programs in education, housing and community development, health care and transportation. More than 200,000 New Yorkers were not tallied in 2000, costing the state tens of millions of dollars in federal support. Considering the unprecedented fiscal crisis we are facing, the need to get our fair share of federal funds through a complete and accurate count is even more pressing.

Governor David A. Paterson has instructed all state agencies to promote the census and OTDA has developed a statewide partnership with U.S. Census Bureau staff to raise awareness and promote the census count, and to help recruit for seasonal Census positions. We have also sent posters, brochures and palm cards to all local social services districts and additional materials can be down loaded from the Governor's Census website <http://census2010.ny.gov>.

Both the state and federal census websites are offering additional resources you can use to help promote the census. To become a federal partner and help spread the word on the 2010 Census, visit www.2010.census.gov/partners to find numerous resources and materials.

We cannot overstate the importance of this once-a-decade endeavor and we are asking for your cooperation and support to make sure the count in New York is a complete and accurate one. Thank you, as always, for your hard work and assistance.

Sincerely,

Handwritten signature of Kristin M. Proud in black ink.

Kristin M. Proud
Deputy Secretary for Human Services,
Technology and Operations

Handwritten signature of Elizabeth R. Berlin in black ink.

Elizabeth R. Berlin
Executive Deputy Commissioner

"providing temporary assistance for permanent change"