



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

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Contact: Jason Barron, 513-352-5356 or 614-554-5952 (cell)

Cincinnati Mayor Mallory Appointed Chair of Census Task Force for the US Conference of Mayors

Washington DC – Cincinnati Mayor Mark Mallory was appointed to chair the 2010 Census Task Force for the US Conference of Mayors (USCM) by the President of the Conference, Miami Mayor Manny Diaz. The Census Task Force will focus on fostering partnerships between cities and the Census Bureau to ensure an accurate count in 2010. In June, Mayor Mallory had been appointed to serve on the USCM Advisory Board.

“Accurate census counts and population estimates are vitally important because they ensure cities get their fair share of federal and state funding, inform investment decisions by retailers and banks, and signal to the world the general vitality of our cities,” said Manuel Diaz, Mayor of Miami. “Mayor Mallory will provide the leadership that we need to ensure that cities partner with the Census Bureau to achieve the most accurate possible count.”

“I am honored that Mayor Diaz has asked me to take on this important issue,” Cincinnati Mayor Mark Mallory said. “In Cincinnati, we have had success partnering with the Census to produce more accurate population estimates, and I am confident that we can apply that same level of partnership to developing new and innovative strategies to improve the 2010 Census count.”

At the 76th Annual Meeting of the USCM, Mayor Mallory moderated a workshop on the 2010 Census that included Mayor Slay of St. Louis and Mayor Dixon of Baltimore.

In 2006, Mayor Mallory challenged the 2005 population estimate for Cincinnati, resulting in 22,000 additional residents being accounted for. The following year, the Cincinnati Mayor organized nine neighboring cities to challenge their population estimate, resulting in an additional 20,000 residents in the Hamilton County. Through those experiences, Mayor Mallory has developed a close relationship with the Census Bureau that will be beneficial to the work of the task force

As the next census count approaches in 2010, cities are becoming increasingly focused on ensuring an accurate population counts. Over 170 federal programs use census counts and population estimates to distribute \$300 billion in funding annually. In addition, retailers, financial institutions and other private sector investors rely on census population estimates to make investment decisions. Census estimates can also contribute to the perception of a city, signaling economic prosperity and opportunity or forecasting stagnation and decline.

In 1999, the Conference of Mayors obtained and analyzed information from 34 cities in order to estimate the impact of the 1990 census undercount on cities, and to estimate the probable impact of similar inaccuracies in the 2000 census. The survey estimates that undercounts represented an average of four percent of the total populations of the survey cities during the 1990s. Twenty of the cities estimated that the same level of inaccuracy in the next census would result in cumulative federal and state funding losses of at least \$677 million over the course of the next decade, which represents an average of \$2,263 for each person not counted.