

**FOR IMMEDIATE RELEASE
OCTOBER 16, 2007**



Getting the Numbers Right Ensuring the Financial Stability of the Greater Cincinnati Region

Cincinnati, Ohio – In order to prevent problems with the 2010 United States census count and to provide the correct allocations of billions of federal dollars, the Ohio-Kentucky-Indiana Regional Council of Governments (OKI) is partnering with the U.S. Census Bureau and local communities across the region to help ensure that every person will be counted.

“The importance of getting the numbers right can not be emphasized enough,” said OKI President Christine Maticic. “The population of our region determines the amount of money we will receive from the billions of federal dollars that are allocated annually. We want to make sure we receive an amount which is truly representative of the population in the Greater Cincinnati region.”

Besides the financial implications, complete and accurate population information has many benefits to the region. Transportation planners use this information to better identify and address transportation needs and implement solutions. Additional funding for transportation projects ensures continued growth and aids in the economic vitality and competitiveness of the region.

The U.S. Census Bureau launched the Local Update of Census Address (LUCA) program to ensure address files are as complete and accurate as possible. This is extremely important as the bureau gathers information almost entirely by mail so if addresses are missing, people are at risk of not being counted.

OKI is hosting the bureau’s LUCA program promotional workshop on Wednesday, October 17 to train local officials on the process for making sure that everyone in their jurisdiction is counted. Local officials are encouraged to participate in the LUCA process in order to ensure addresses throughout their jurisdictions are included on the master list.

OKI is a council of local governments, business organizations and community groups committed to developing collaborative strategies, plans and programs to improve the quality of life and the economic development potential of the Tri-State.

###

For Additional Information Contact: Sarah Fry (513) 621-6300 ext. 141

*Christine L. Maticic
President*

*Mark R. Policinski
Executive Director*