



STEVEN M. FULOP  
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY  
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302  
P: 201 547 5500 | F: 201 547 5442



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**Contact: Jennifer Morrill**  
Press Secretary  
Ph. 201-376-0699  
Email: [jenniferm@jcnj.org](mailto:jenniferm@jcnj.org)

***Mayor Fulop Announces Jersey City to Establish Office in Planning Division Dedicated to 2020 Census to Ensure an Accurate Jersey City Count As Largest City in New Jersey***

***U.S. Census data is used to award federal funding & programming; in 2010, Jersey City was significantly undercounted; Staff Hiring to commence immediately***

**JERSEY CITY – Mayor Steven M. Fulop** announced today that Jersey City will be establishing an office within the Division of Planning dedicated to ensuring that Jersey City is accurately counted during the upcoming 2020 U.S. Census.

The office, which will be staffed with new hires, planning employees, interns, and temporary staff, will be tasked with updating the residential mailing address list to be used by the U.S. Census Bureau to ensure that all new buildings have been added. This will include GIS data analysis and field research.

“We know that Jersey City was significantly undercounted in the 2010 Census and this administration will not allow that to happen under our watch,” said **Mayor Fulop**. “We only get one opportunity to do this right. The importance of an accurate census count cannot be understated, as millions of dollars is at stake and this data lasts with a city for ten years.

“We are going to be proactive and make sure that our growth as a city is properly counted,” added **Mayor Fulop**.

Each year, over \$400 billion in federal funding is allocated throughout the nation based on census data, including for programs and services related to public health, education and infrastructure. State and local funds are often distributed based on population, meaning that every person is critical when advocating for funding. Strong census statistics and data also help inform many public policy proposals at all levels of government.

In 2010, Jersey City officials said the city was undercounted by at least 19,000 units (which is more than 40,000 residents), and several high-rise buildings were missed entirely.

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In the midst of one of the largest booms in its history, Jersey City is poised to become New Jersey's largest city surpassing Newark. As of 2016, Jersey City's population was estimated to be 264,152, while Newark was 281,764 – or a gap of roughly 18,000 people.

Since 2013, Jersey City has seen unprecedented growth, and there are currently 10,000 units under construction and 16,000 approved. According to current U.S. Census Bureau data, there will be 128,355 dwelling units in Jersey City in 2020. The number recorded in 2010 was 106,937 – a difference of 21,418 units or more than 43,000 people.

The Local Update of Census Addresses (LUCA) is the only opportunity offered to local governments to review and comment on the U.S. Census Bureau's residential address list prior to the 2020 Census. In early 2018, the City will have only 120 days to verify the list of residential addresses provided by the U.S. Census Bureau that they will use for their count.

“We are starting now and are taking a proactive step to make sure that the growth happening in Jersey City is reflected in the Census Bureau database, as being such a large municipality we know 120 days is not enough,” said **Annisia Cialone, the Jersey City Planning Director**. “We have already been meeting with representatives of the U.S. Census Bureau and will do all that we can on our end now to make sure we have an accurate count.”

In addition to providing a review of local addresses, the city will have a targeted outreach and education campaign so that residents understand the importance of being counted in the 2020 Census, as the data collected will impact the city for the next ten years. This will include information distributed in multiple languages, public service announcements and working with non-profits, service organizations and the interfaith community to reach all residents.

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at [jenniferm@jcnj.org](mailto:jenniferm@jcnj.org) or 201-376-0699.**