

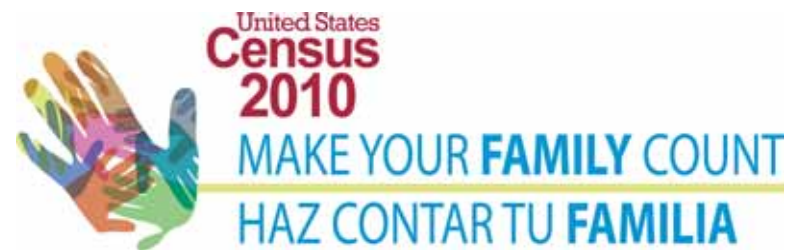
Census 2010 Presentation

prepared by

Pima Association of Governments

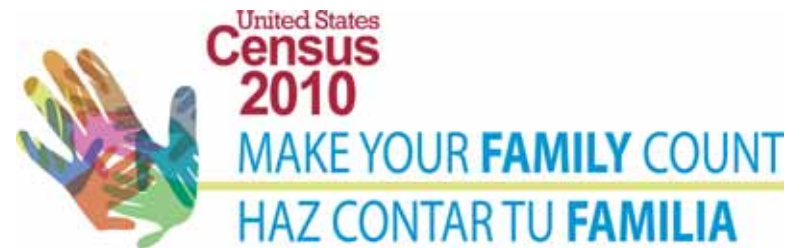
Regional Approach

- Pima Association of Governments is coordinating census outreach on behalf of member jurisdictions.
- Members include Pima County, the Cities of South Tucson and Tucson, the Towns of Marana, Oro Valley, Sahuarita and the Pascua Yaqui Tribe and Tohono O'odham Nation.



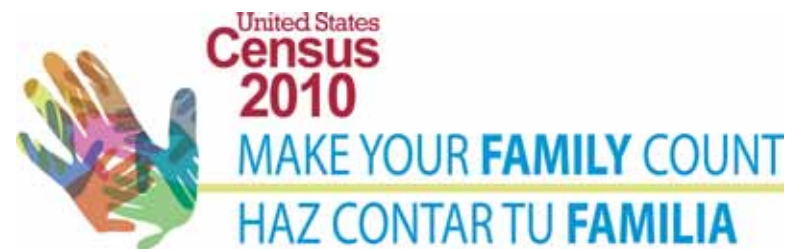
Complete Count Committee

- PAG established a Complete Count Committee with representation from member jurisdictions, businesses, education, community organizations and faith-based organizations.
- The CCC formed four subcommittees:
 - Community-Based Organizations
 - Education
 - Business
 - Media



Why should we be counted?

- Census data are used to provide a snapshot of our nation.
- It tells us our ethnic makeup and what's changed since the last census.
- The census ensures that everyone is counted in the right place.



How does our region benefit?

- Community programs and services – education, housing and community development, health care services for the elderly, and job training – receive federal funding. Allocations are based on local census counts.
- Census data are used for community planning, such as where to locate roads, schools or job training centers.
- Businesses use census data to help determine where to start new business operations, which lead to new jobs.
- Census data determines legislative representation.



A few key things to know

- Your personal information remains confidential with the U.S. Census Bureau. Employees face stiff fines if they share your information, including to Immigration or the IRS.
- People should be counted where they live at least six months and one day.
- Immigration status is not among the questions asked.
- The form has 10 easy questions.
- **The form should be returned by April 1, 2010**



Bring in the funding

- For every person counted, the Pima County region receives approx. \$1,000 in federal dollars per year. **For a family of four, the region will receive \$40,000 over the next 10 years.** (Pima County also receives \$1,500 per capita annually in state-shared revenues based on population, which is derived from the census count.)
- Based on a population of 1 million, our region should receive approx. \$10 billion over the 10-year period.
- It's in our hands. Be counted.



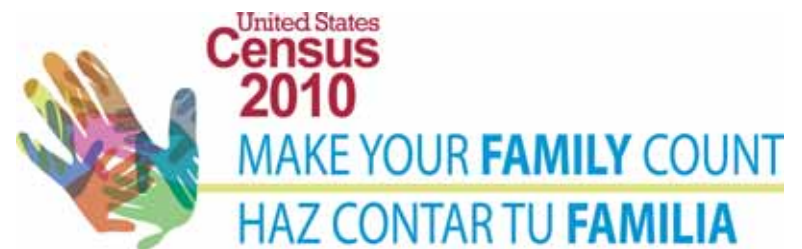
When should I fill out the form?

- The U.S. Census Bureau will send you a letter in early March to notify you that a census questionnaire is coming.
- The questionnaire should arrive in mid-March, followed by a reminder post card. **Mail form by April 1, 2010.**
- If you have not mailed your form by then, you will receive another questionnaire in early April.
- Census workers will go door-to-door after May 1 if you have not responded.



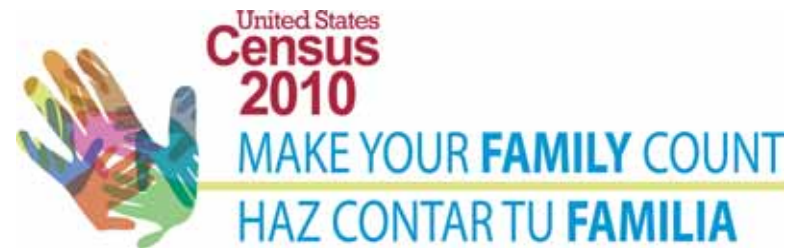
Ensure an accurate count!

- We can look at past response rates and also target low count areas or hard-to-count areas with increased outreach.
- **2000 Census response rates:**
 - Pima County 67%
 - City of South Tucson 46%
 - City of Tucson 65%
 - Oro Valley 71%
 - Marana 70%
 - Sahuarita 70%



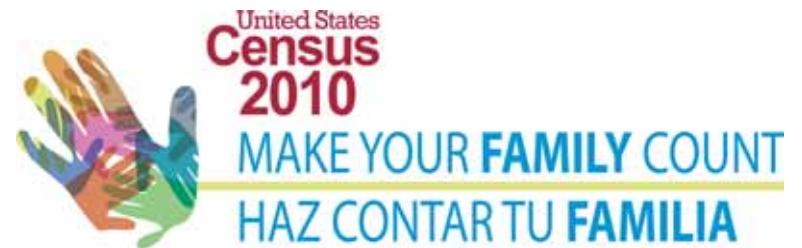
Who is hard-to-count?

- The people at risk for being undercounted include:
 - Young children
 - Elderly
 - Minorities
 - Recent immigrants
 - Migrant workers
 - Homeless
 - Renters
 - Persons living in large households



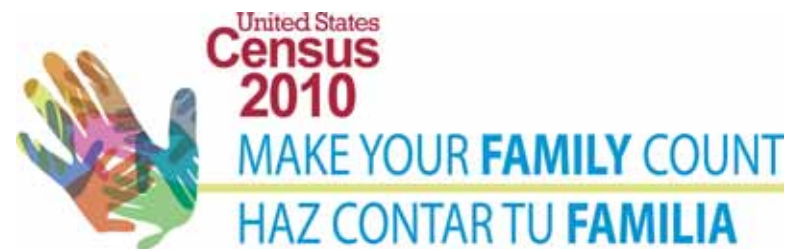
Challenges to a complete count

- Undocumented workers/Fear of INS
- Government distrust
- Population growth
- Information overload
- Increased transience
- Language/literacy
- Lack of awareness
- People without an address



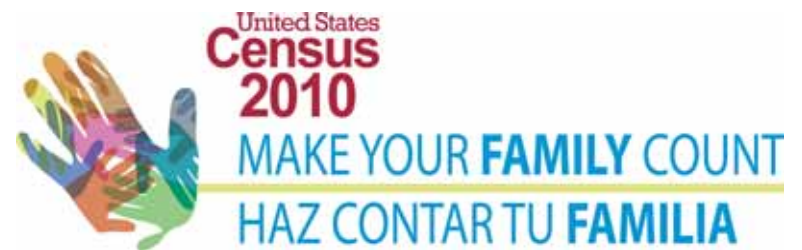
How can you help?

- Be a partner in the 2010 Census outreach effort by:
 - Disseminating information about the census to your family, friends, neighbors and employees
 - Posting census information on your business Web site for employees and customers/vendors
 - Volunteering at events to share information about the census
 - Accessing resources available at www.pagCensus.com
 - Contacting Robert Done at rdone@pagnet.org or (520) 792-1093 for more information
 - Supporting census workers as they conduct outreach



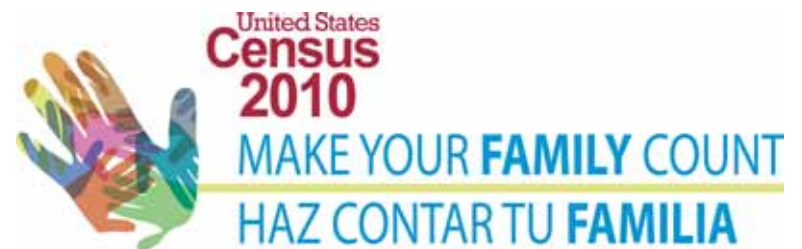
Help us reach our goal

Our goal is to increase the mail-in response rate by 10% compared to the 2000 mail-in response rate.



Outreach information

- We have identified a local census spokesperson
- A local media advertising campaign will begin in mid-January with major emphasis in March and will target the hard-to-count population.
- Speakers Bureau



Contact information

www.pagCensus.com

Robert Done at rdone@pagnet.org or
(520) 792-1093

