



Census 2010: Make Your Family Count

Census Day is April 1, 2010. Your opportunity to be counted is just around the corner. Pima Association of Governments has established a Census 2010 Complete Count Committee to oversee outreach efforts to encourage all residents to complete the census form.

The CCC has representation from PAG member jurisdictions, education, business and community organizations.

The regionally coordinated public outreach effort will use the slogan, "Make Your Family Count," which signifies the importance of your immediate family as well as our community family.

The U.S. Census Bureau will send a 10-question form to all residents in February or March of 2010 and everyone who receives a form is asked to fill it out and return it by mail by April 1, 2010. The form is easy to fill out and the information remains confidential with the bureau. Immigration status is not asked.

The data is used to determine legislative representation as well as how federal funds are distributed to states and regions. For every person counted, the region receives approximately \$1,000. A family of four that is counted will bring nearly \$40,000 to the region to support local services over a 10-year period.

The funding is used to help pay for important local services, such as purchasing books for libraries, improving our local roads and funding family services, including health care.

The census is conducted every 10 years and public outreach is targeted to the hard-to-count populations, including the homeless, low-income residents and non-English speaking residents. Help the census effort by encouraging your neighbors and friends to complete the census form.

A flier/poster using the slogan is available at www.pagCensus.com for anyone to download and post.

The public outreach efforts coordinated by Pima Association of Governments will include a media campaign, census promotion at community and organization events this month and early into 2010, census education in the schools, a major census promotional event and a speakers' bureau.

If you have questions about the Census public outreach process, please contact Robert Done or Sheila Storm at (520) 792-1093. Visit www.pagCensus.com for ongoing updates on the outreach effort.