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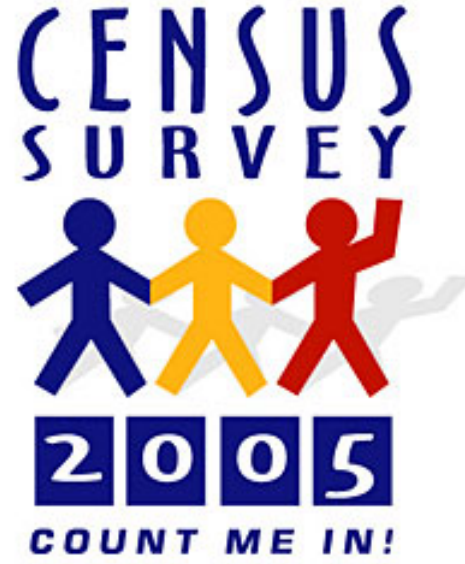
October 18, 2005



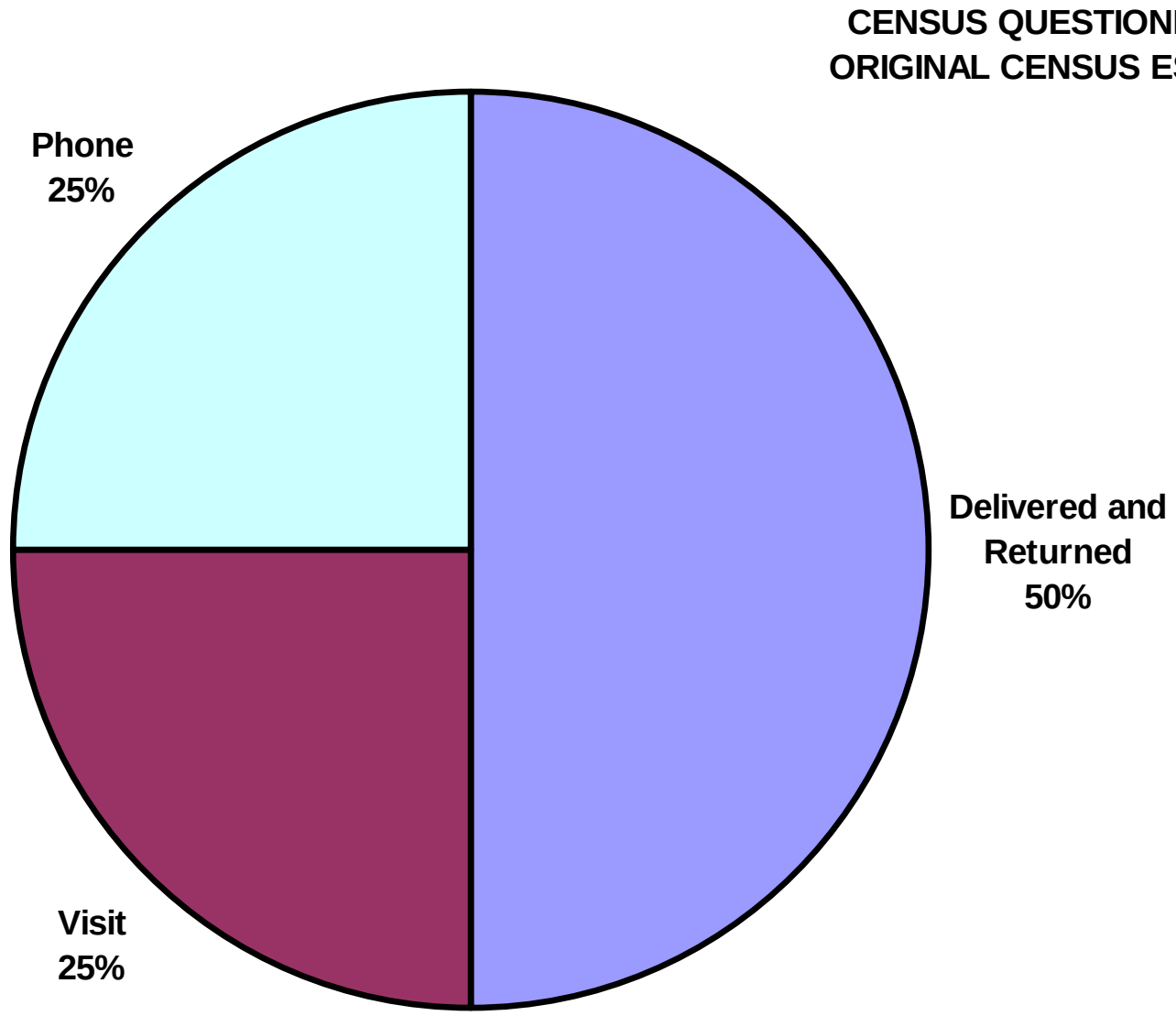
MARICOPA ASSOCIATION of GOVERNMENTS

2005 Census Survey Timeline

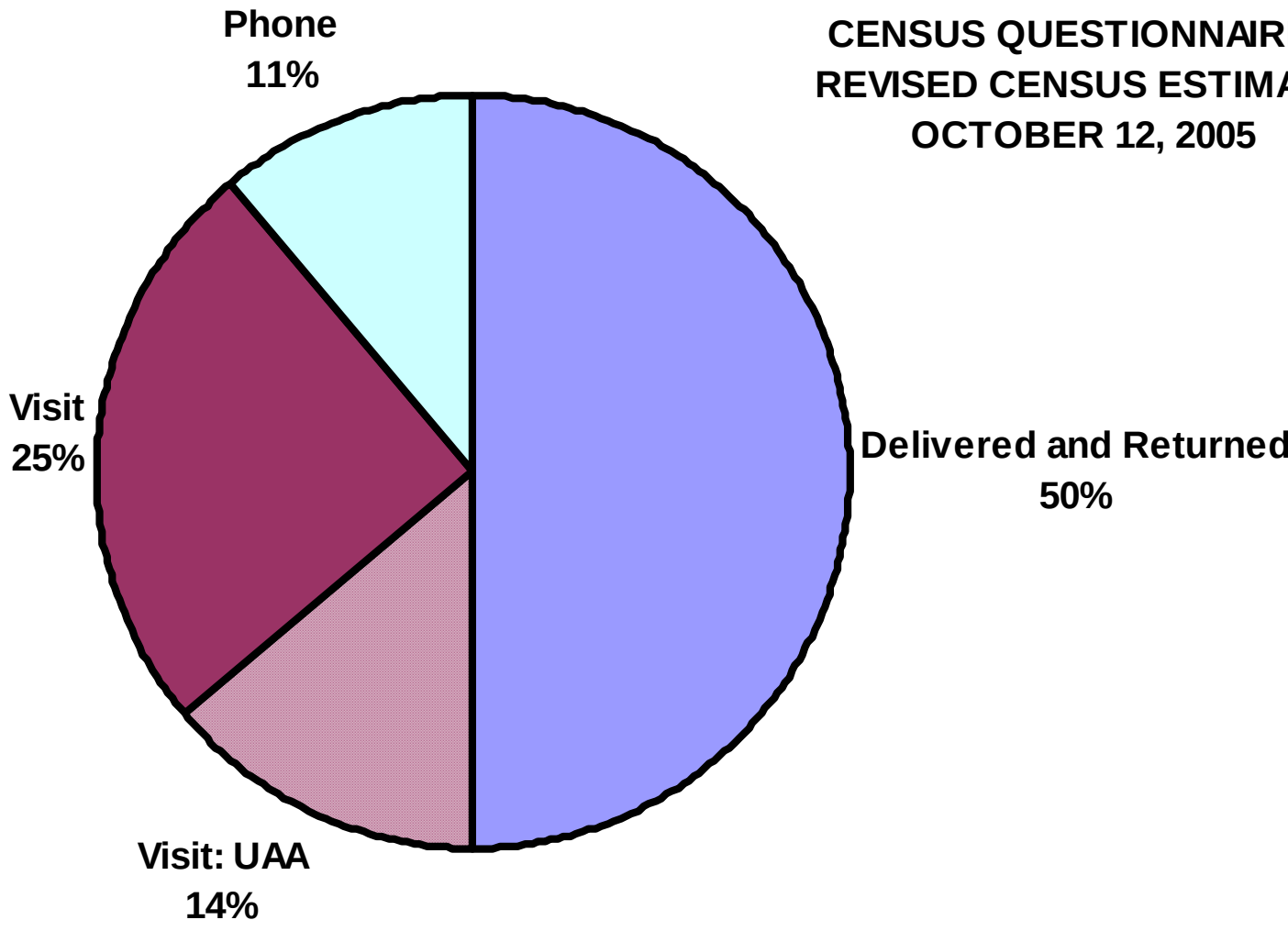
Count me in!

- Jan.-Sept. – Address lists, new construction, annexations provided.
- August - Recruitment and training conducted.
- August-Sept. – Surveys mailed.
- Sept. - Full count of group quarters and outdoor locations conducted.
- **Sept. 15-Nov. 23 - Follow-up.**
- **Spring 2006 - Final results.**

Original Census Questionnaire Estimate



Revised Census Questionnaire Estimate



2005 Census Survey Publicity

Count me in!

- **Developed outreach strategy**
- **Director Kincannon's visit**
- **Target low return rate areas with door hangers**
- **Developed follow-up campaign public service announcements**
- **Radio Campesina opportunity**
- **Neighborhood events**

2005 Census Survey Media Coverage

Census Count Day is TODAY!

CENSUS SURVEY 2005

CENSUS 2005

One in 13 Maricopa County households received a 2005 Census Survey in the mail asking for the number of individuals living at that address on Sept. 1, 2005. Your participation in filling out the survey will help Mesa receive its fair share of the nearly $1 billion available annually in state-shared revenue.

State funds help pay for local police, fire, parks, libraries, hospitals, schools, roads and other essential quality-of-life services our community needs.

For more information, logon to www.census2005.com or call the Census Hotline at (602) 256-3228.

ARIZONA INFORMANT

Stand Up and Be Counted –

Mid-decade census aimed at getting cities their fair tax share

By ArnE Williams

People often avoid the number 13. But next month Valley cities and the county are hoping that every 13th household that receives a mid-decade census survey letter next month will take it seriously.

To your city, the letter could be worth millions of dollars.

Twenty-six cities and Maricopa County have shelled out $7.5 million to do a mid-decade census count. It's an expensive endeavor but one that could potentially put more than $100 million in cities' coffers is based on population.

The mid-decade census will reallocate nearly $1 billion in state funds, and money is divvied up primarily based on a city or town's population.

Census documents will be distributed randomly to one in every 13 households in the county beginning next month. The final count will be tabulated in June 2006, and funds reallocated by 2007.

There are 26 communities in Maricopa County participating in the special census. The updated head count will allow the fast-growing towns to snag a bigger issue for Phoenix because the city's population, although still increasing, isn't growing as fast as those of some other municipalities.

CENSUS SURVEY 2005 COUNT ME IN!

Census aimed at getting cities their fair tax share

By Michael Clancy
THE ARIZONA REPUBLIC

PHOENIX — Next month, a letter worth millions of dollars could be hitting your mailbox.

Valley cities and Maricopa County have shelled out $7.5 million to do a mid-decade census count. It's an ex-

Communities across the Valley are growing so rapidly that the official 2000 census numbers are outdated, and estimates used to distribute the money may not be accurate.

ments.

Chandler Mayor Boyd Dunn said his city has grown more than 20 percent since 2000.

He said counting those people could add $4.7 million a year to city coffers, enough to buy 30,000 library books, 10 police vehicles, nine stoplights, a new firetruck and a

José Robles, director de la Oficina de Ministerios Hispanos, de la Diócesis Católica de Phoenix.

Foto: PRENSA HISPANA

Apoya Diócesis de Phoenix el Censo 2005

Por eso, le piden a la gente que se deje contar.

LEO HERNÁNDEZ

La Diócesis Católica de Phoenix apoya el Censo 2005, que se llevará a cabo en el Condado Maricopa a partir del próximo mes.

Por tal motivo, le pide a los católicos y al público en general, que llene la encuesta que recibirán por correo y la envíen de regreso a la dirección que les indiquen.

Así lo informó José Robles, director de la Oficina de Ministerios Hispanos de esa entidad religiosa, quien dijo que todos los sacerdotes de la Diócesis han recibido instrucciones para que promuevan el Censo en sus comunidades parroquiales. Asimismo, el obispo Thomas J. Olmsted está preparando una carta pastoral, en la que exhortará a la feligresía a que se haga contar.

Recordó Robles que llenar la encuesta del Censo 2005 es sumamente importante, para que haya más desarrollo en todas las comunidades. De ello depende, enfatizó, que el gobierno destine más fondos para escuelas, centros comunitarios, parques, clínicas de salud y bibliotecas. Además, añadió, en base a dicha encuesta el gobierno dará más dinero para contratar más policías y bomberos, y para reforzar los programas de seguridad pública. "Por eso le pedimos a la gente que llene la encuesta del Censo y le envíe nuevamente por correo, es por el bien de todos", manifestó el funcionario eclesiástico. Como ya todos saben, comenzando septiembre uno de cada 13 hogares en el Condado Maricopa recibirá la encuesta del Censo 2005. A las personas que la reciban se les pide que la llenen, ya sea en inglés o en español y le devuelvan lo antes posible a la dirección que se les indique. Las preguntas de la encuesta son muy sencillas, y básicamente de lo que se trata es saber cuántas personas viven en la casa.

De esa manera las autoridades podrán calcular de manera más acertada la población que hay en el Condado, y así destinar los recursos necesarios. Por cada familia que recibe la encuesta pero no la llena y la devuelve, se pierden cientos de dólares para nuestras comunidades.

Absolutamente confidencial

El representante de la Diócesis de Phoenix recordó que la información recabada por el Censo 2005 será absolutamente confidencial.

Esto quiere decir que, por ley, nadie fuera del Censo puede tener acceso a ella, ni siquiera la Policía y mucho menos las agencias federales como Inmigración.

A nombre de la Iglesia Católica, José Robles aseguró que esto está garantizado, por lo que no hay motivos para tener desconfianza, así que manos a la obra y a dejarse contar.

Prensa Hispana

Arizona Republic

MARICOPA ASSOCIATION of GOVERNMENTS

2005 Census Survey Media Coverage

West Valley View

Prepare to be counted

Cities expect to gain millions of dollars from mid-decade census

View report

Would you invest $95,000 to make $4.1 million — return of better than 4,200 percent on your money? Avondale is.

By contributing $95,000 to a mid-decade census survey that will re-evaluate the city's burgeoning population, Avondale, which currently receives $10,270,400 in state-shared revenue, should see that total increase by at least $4.1 million.

"It's a pretty easy proposition there," joked Charlie McClendon, Avondale's city manager.

The $10,270,400 figure is based on census figures from 2000 that list Avondale's population at 35,800, close to half of the city's current figure of more than 60,000.

The entire mid-decade survey, which is being conducted throughout Maricopa County, will cost about $7.5 million. Had the county decided to do a full census count, which typically happens every decade, that price tag would have soared to at least $31 million. The only Arizona city that plans to do a full count this year is Yuma.

Avondale's count is planned for this fall, with the surveys being mailed out to roughly 1 in 7 residents on Aug. 30. Countywide, about 1 in 13 residents will receive a survey.

Those who do not respond will be mailed a second survey on Sept. 30. Those who do not respond to that will be contacted via phone and in person by census personnel.

In addition to the increase in shared revenue, which generally is spent on road improvements and other municipal needs such as hiring additional police officers and firefighters, Avondale will greatly benefit in other ways from the survey, McClendon said.

"The main thing is that it will give us information on the average occupancy of housing units," he said. "In fact, that's how they calculate the population, which in the future will allow us to better estimate what our population is."

The surveys will be less thorough than a full count and won't include more in-depth questions such as those concerning income and race. The survey instead will focus on other factors such as age and sex and should take no more than five or six minutes to fully complete.

All personal information is confidential, but McClendon said an awareness of overall population trends provided by such data could aid the city's future developments.

"Often, [developers are] looking for demographic data when they're thinking about building a shopping center or

La Voz

Llegan los formularios del censo

A partir del primero de septiembre una de cada 13 residencias **RECIBIRÁ UN FORMULARIO PARA PARTICIPAR EN EL PROCESO**

Por ADRIANA ELEKTRA SÁNCHEZ

LAS AUTORIDADES DEL CONDADO y de Phoenix reiteran a la población el interés en que participen en el censo.

Una de cada trece casas recibirá a principios de septiembre un formulario en cual se pide la colaboración con el próximo censo de las ciudades dentro del condado de Maricopa.

Carlos Jurado, vocero de la Asociación de Gobiernos del Condado de Maricopa, dijo que es muy importante que la gente llene los formularios por si mismos y no pidan la ayuda a terceras personas, ya que al exponer información confidencial con terceras fuentes se corre el riesgo de que se use la información incorrectamente.

"La información que se otorgue al censo es estrictamente confidencial y sólo puede ser usada con el propósito de crear estadísticas. Sin embargo si esa información es compartida con otra persona que no pertenezca al censo, no podemos ser responsables de que

Según la activista Lidia Guzmán, es muy importante que las personas llenen sus formularios ya que con la información que se recaude se determinará cuantos recursos se le asignan a cada ciudad basándose en el nivel de población que reporte cada municipio.

"Desafortunadamente la comunidad hispana es la que menos participa en los censos, y esto causa que en áreas mayoritariamente latinos no haya parques hospitales y escuelas, aunque en realidad sean los lugares en donde haya niveles de población mucho más elevados".

De acuerdo a los funcionarios a cargo del censo, en las ciudades de Maricopa es muy importante que las personas que reciban la carta la contesten, ya que si los residentes de una casa no devuelven el formulario no se podrá elegir otra residencia para que sustituya a la faltante.

De acuerdo con el alcalde de la ciudad, Phil Gordon, si la gente no pone interés especial a la hora de contarse, la Ciudad podría perder hasta 15 millones de dólares ya que en un lapso de cinco años una sola persona representa miles de dólares en recursos.

Contacte al reportero: adrianasanchez@ashlandmedia.com

East Valley Tribune

Special census can deliver bonuses to E.V. communities

Increased counts spawn added cash

By SARA THORSON
TRIBUNE

Chandler residents who fill out special census surveys in about a month could be helping the city get 30,000 new library books.

Or a new pumper truck for the fire department. Or nine new traffic signals.

People who live in Queen Creek and fill out the survey could be alleviating some of their commuting headaches.

East Valley officials cited those as examples of uses of extra state-shared revenue that would come with higher population numbers recorded in September's special census.

About one in 13 households in Maricopa County will receive a survey next month. According to the Maricopa Association of Governments, the 10-question survey should take about six minutes to complete.

Residents who take those money from an accurate population count would amount to $4.7 million a year, said Mayor Boyd Dunn. The city's population has grown from 176,000 in 2000 to about 220,000 today.

Queen Creek Vice Mayor Jon Wootten said the extra $3.8 million the town would get with a population that has more than quadrupled since 2000 would provide "the ability to solve some of our transportation problems."

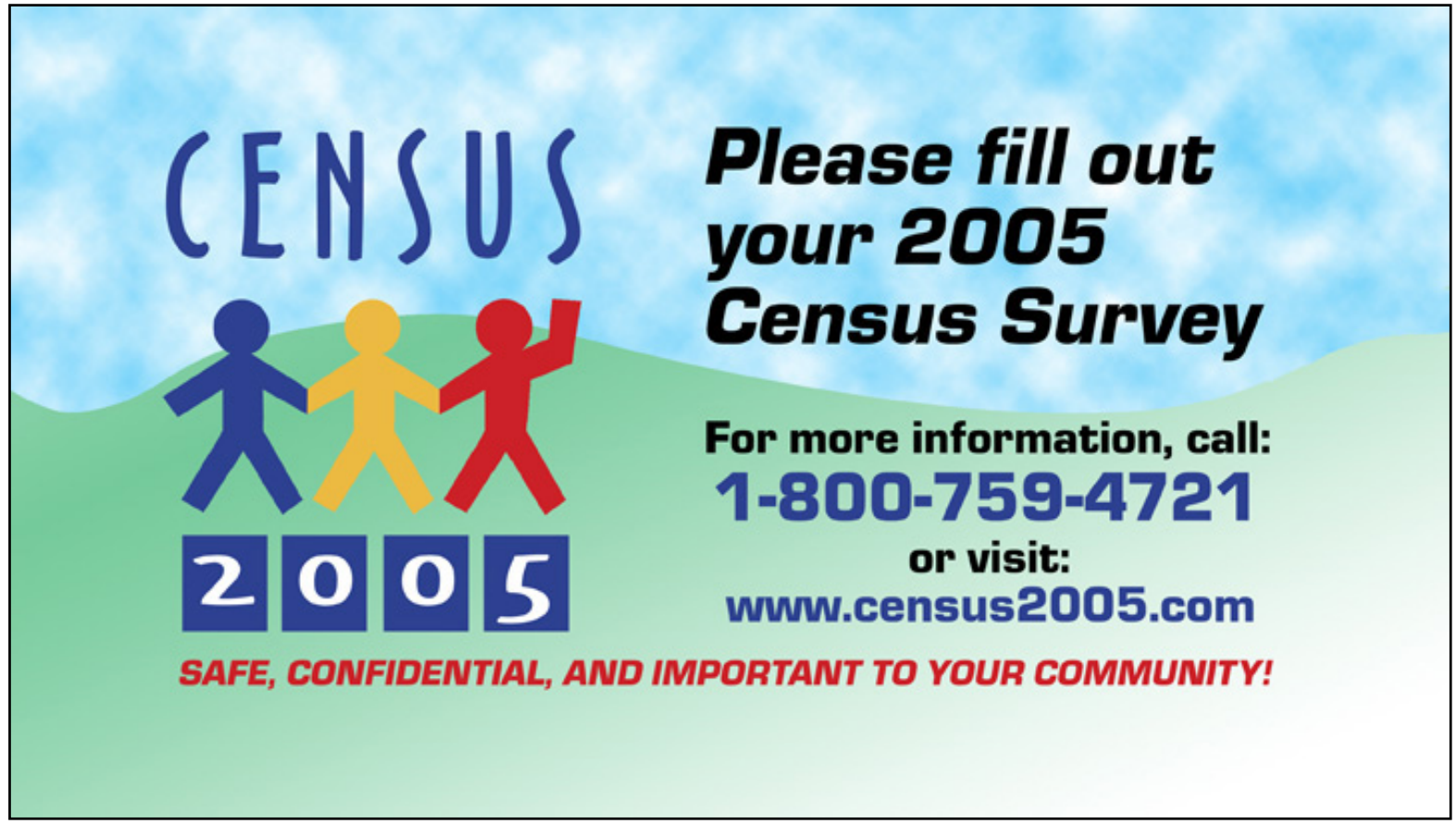
Officials at the event also said they wanted to remind residents that information provided in the census is safe and confidential and that the Census Bureau cannot share it with other agencies.

The extra money from an accurate population count would amount to $4.7 million a year, said Chandler Mayor Boyd Dunn.

Member Agency Outreach

Count me in!

- **Harkins and AMC theaters**



Public Service Announcements

Count me in!

- Leslie Nielsen
- Mark West
- Julian Nabozny
- Anoma Phanthourath
- Al McCoy
- Hugh Downs
- Lydia Guzman
- Dr. Ann Hart
- Leah Landrum-Taylor
- Jose Robles
- Jose Solarez
- Rev. Benjamin Thomas
- Cody Williams
- Manny Wong
- Television news personalities

For More Information

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2005 Census Survey Coordinator

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www.census2005.com