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First-ever Online Census Form is an Especially Useful Tool this 2020 Census Day
People across the Maricopa Region encouraged to mark April 1 by filling out their form

PHOENIX (April 1, 2020) – Today, April 1, is national Census Day, a critical milestone for the U.S. Census and a day when every person can make a difference in their community. Since mid-March, hundreds of thousands of people across the Maricopa Region have been filling out their census forms online, providing important data that helps determine billions of dollars for federal funding in local communities. The census supports local programs impacting housing, education, transportation, health care and more.

Households in the Maricopa Region have already received an invitation to fill out their census form online. The online form is particularly relevant this year given the impacts of COVID-19, allowing people to fill out their form safely and securely at home. The deadline to respond online, by phone, or by mail has been extended to August 14. For every person counted in the census, from infants to older adults, Arizona receives \$2,959 from the federal government, more than \$20 billion every year for the next ten years.

“As we observe Census Day, it is important to consider the vital resources an accurate count provides our communities, including federal funding for local and national emergencies. A complete count is more critical now than ever,” said Mark Mitchell, Tempe Mayor and Chair of the Regional Council for the Maricopa Association of Governments (MAG), which is spearheading iCount2020.

Census Day is a key milestone for local governments to assess how their areas are trending in relation to self-response. MAG members are monitoring the response rates in their communities through the U.S. Census Bureau and using the information to redirect resources to areas with low response, while paying particular attention to communities that have been historically undercounted in the census.

The Maricopa Association of Governments (MAG) is a regional planning agency representing 27 cities and towns, three Native Nations, Maricopa County and portions of Pinal County. MAG is leading census education efforts locally, with the goal of achieving the most accurate count possible. Learn more at www.icount2020.info or connect with us using icount2020official on Instagram and Facebook, or @icount2020 on Twitter.

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