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**2010 CENSUS – 10 QUESTIONS, 10 MINUTES  
THAT BENEFIT GLENDALE**

**Glendale, Ariz.** – The 2010 Census is underway and the city of Glendale is asking residents to complete their questionnaire and mail it back by Census Day – April 1, 2010. Last week the U.S. Census Bureau began mailing advance letters to about 120 million addresses nationwide, notifying households that census forms would be arriving March 15-17. The 2010 Census is a count of everyone living in the United States and is mandated by the U.S. Constitution to be completed every ten years.

Census data is used to distribute more than \$400 billion in federal funds to tribal, state and local governments each year and to make decisions about what community services to provide. Funds support programs like hospitals, job training centers, schools, senior centers, public works projects, emergency services, public safety, libraries and after school programs. The Census is also used to determine how many representatives Arizona has in Congress and many state legislative and city council boundaries will be adjusted based on population counts.

Half of Glendale's annual operating budget depends on Census data and in Maricopa County, 25 cities and towns, three Native American Indian Communities and unincorporated areas of the county share billions of dollars in federal and state-shared revenues. These dollars are distributed based on how many people live in each community. On average, every person counted in Arizona equals about \$1,550 every year in funding. To put this in perspective, if 1,000 Glendale residents do not return their census form, the city would lose over \$1.5 million in federal funding annually and in ten years this equates to \$15.5 million in lost funding for our community!

(more)



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The information collected through the census is a valuable tool. The private sector and local governments use census data to determine where new jobs and job development programs are needed. Community planners and leaders use census data to decide where essential facilities like hospitals, schools, fire stations and libraries are needed. Businesses use the data for market research to determine locations for new commercial enterprises, such as grocery stores, pharmacies and other essential services.

Over the past six months the city of Glendale has implemented an extensive citizen outreach plan – designed to educate and inform residents about the importance of the 2010 Census. A Valleywide outreach plan has been coordinated through a partnership with the U.S. Census Bureau and Maricopa Association of Governments. Examples of outreach efforts here in Glendale, include articles in local print publications, inclusion in city newsletters, a city designed website, messaging on the city’s on-hold system, public service announcements on Glendale 11 as well as at Coyotes games and Spring Training games. Other elements of the plan include the 2010 Census message being featured on the Council’s Glendale Today’s shows, door hangars, booths at city events and festivals, brochure distribution, posters, signage on sanitation/recycling vehicles, signage on electronic billboards and banners at city facilities. The city has also worked closely with local service organizations, non-profit agencies, school districts and faith based organizations to help distribute information regarding the importance of the Census to our community and its impact on our organizations.

The 2010 Census form is the shortest in U.S. history – consisting of 10 questions, taking about 10 minutes to complete. Responses are confidential and are used to produce statistics. Forms will be delivered to every residence in the United States and Puerto Rico this month and will include a postage-paid envelope. Those who don’t mail the form back by April 1<sup>st</sup> may receive a visit from an official census taker. The 2010 Census is easy, important and safe. The city of Glendale is asking all residents to participate in the Census. The future of Glendale is in our hands.

For more information: Jennifer Reichelt, 623-930-2088  
Visit – [www.glendaleaz.com/census](http://www.glendaleaz.com/census)

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