

Alaska Counts



2020 Census

2020 U.S. Census: *Every Alaskan Counts*

Why the Census matters for Alaska

- Determines federal funding allocations for 70+ local programs in Alaska; schools, roads, healthcare, public safety
- Organizations across public, private, and nonprofit sectors rely on accurate census data to make strategic economic investments

**\$3.2
BILLION**

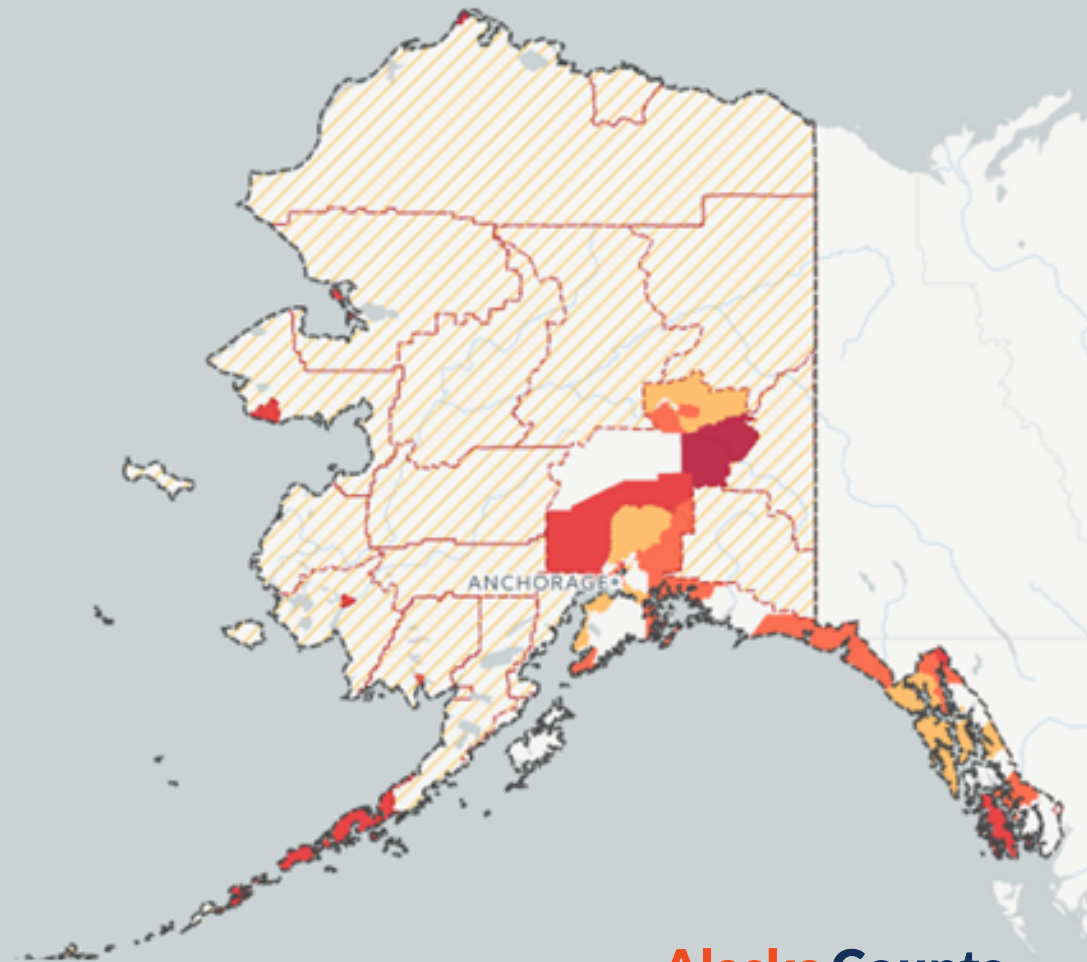
of annual federal funding allocations within Alaska are determined by census data

“Private sector businesses rely on accurate Census Bureau data to help determine how and when to invest in the many Alaskan communities we serve. The more accurate the data is, the more confident we are when making those investments.”

-TIM THOMPSON

Alaska Airlines Public Affairs Manager (Alaska)

Alaska will be one of the hardest states to count in the 2020 Census.



Special Enumeration Tracts

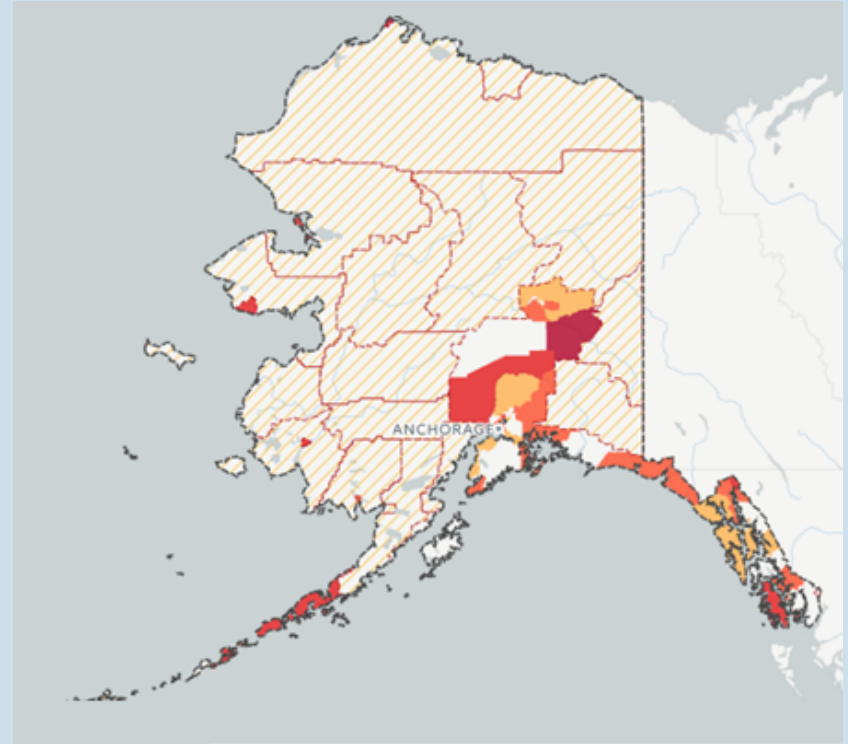
The census tracts marked with diagonal lines require special in-person counting methods and are some of the hardest-to-count tracts in the country.

Hard-to-Count Tracts

Tracts marked in yellow, orange, and red are considered “hard-to-count,” meaning they had response rates in the bottom 20% in 2010 and are at risk of undercount in 2020.

Normal Response Rate Tracts

Tracts marked in white are not considered “hard-to-count,” but even these tracts require more difficult and expensive follow-up in Alaska.



Hard-to-count populations

Populations historically at risk of being missed

- People of color, especially Alaska Native/American Indian
- Children under 5
- Renters
- Crowded households
- Single-parent households
- Immigrants
- People experiencing homelessness
- Low-income earners

Threats to an accurate count

Distrust

- Suspicion of government
- Data privacy/confidentiality

Language barriers

- Over 100 languages spoken in Anchorage households
- Census Bureau will translate Internet Self-Response and provide Questionnaire Assistance for only 12 non-English languages (none Alaska Native)

Barriers to connectivity

- 2020 Census will be the first to push online responses

Risks of Undercounting Alaskans in 2020:



Reduced federal funding that compounds state and local budget gaps



Lack of accurate data to plan and invest in communities across the state



Reduction in essential services like road and airport construction, funding for hospitals and schools



Improper enforcement of voting and civil rights laws

Risks to undercounting Alaska Natives

Many programs that benefit the Native community funded based on census-driven data:

- Head Start
- Medicaid
- SNAP
- Special Programs for the Aging
- Housing Assistance
- Alcohol and drug abuse counseling
- Title I Grants to Local Education Agencies
- Native American Employment and Training
- Indian Health Service (IHS)
Urban Indian Health Program

Alaska Census Working Group

Statewide, nonpartisan group of Alaskan businesses, nonprofits, local governments, and tribal entities that share the same goal: help ensure a complete and accurate count of all Alaskans



Alaska Counts

Alaska Counts is an education campaign organized by the Alaska Census Working Group (ACWG) to ensure that every person in Alaska understands that:



Census is confidential

Legal protections prevent Census Bureau staff from sharing personal data with any other person or agency



Census is important

The census affects every Alaska community by determining funding for everything from roads and airports to schools and hospitals



Census is easy to complete

*10 questions,
10 minutes,
10 years of funding*

Alaska Counts Outreach

Resources available today:

- Visit alaskacounts.org

Upcoming tools & materials:

- Posters, fact sheets, and social media resources for Complete Count Committees and Census Champions to use with their audiences and constituents

Additional Campaign Activity

- Informational mail pieces to reach over 68,000 PO boxholders in Alaska
- Coordination and funding translation of key materials
- Support for local community outreach efforts through mini grants
- Placement of public radio and digital ads to share the importance of the census

Collaborating with the Census Bureau

Thank you to the Census Bureau staff for ongoing support!

Census Bureau encourages formation of local Complete Count Committees (CCCs) to coordinate activities locally. CCCs provide a vehicle for coordinating efforts between the Census Bureau local communities; and tribal, state, and local governments use local knowledge & influence to educate communities about the importance of the census

Want to get involved with a CCC?

Contact the Anchorage Complete Count Commission: Shannon.Kuhn@anchorageak.gov.

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Questions?

Visit www.alaskacounts.org for more information.