

2020 Census Update & Overview

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Why We Do a Census

- Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

- Key Purpose is Apportioning the US House of Representatives

Local Update of Census Addresses (LUCA)

- What is LUCA?
- Why Participate in LUCA?
- Who can Participate in LUCA?
 - ✓ States
 - ✓ Counties
 - ✓ Incorporated places (Cities, towns)
 - ✓ Federally recognized tribes and Alaska Native Regions

LUCA Status for Alaska

- July 2017
 - ✓ Invitation mailing to highest elected official and working contacts
- October/ November 2017
 - ✓ In person trainings and Alaska specific webinars hosted by the Alaska State Data Center
 - ✓ Reminder letter mailing
- December/January 2018
 - ✓ Targeted contacts by SDC and Regional office to large governments
 - ✓ Email reminders and closeouts to all contacts
 - ✓ Reminder and closeout mailing

LUCA Status for Alaska, cont

- 30% of Governments participating, including the State of Alaska
- 100% of the population is covered through the participation by the State of Alaska
- 89% of the population is covered through Boroughs/Alaska Native Regions/cities
- Next steps
 - ✓ Materials produced and delivered through April 2018
 - ✓ 23% of participants have received their materials
 - ✓ 120 day calendar review period

Area Census Office (ACO) in Anchorage, AK

- There are a total of 248 Area Census Offices in the nation.
- Anchorage ACO is scheduled to open in Jan 2019 to support the 2020 Census field operations
 - ✓ Address Canvassing in the fall of 2019
 - ✓ Remote Alaska enumeration
 - ✓ Non-response Follow up in early summer of 2020

How we do the Census?

1. Advance Notice:
 - ✓ 2/3 will get mailing
 - ✓ 1/4 will get mail delivery
2. Online response - expecting 60% - 70% will respond online
3. Will hire staff to follow-up on non-response
4. #1 doesn't equal to 100%

Remote AK/Other Populations

Special operation to count people in the remote areas of Alaska (see map)

- Conducted in January – April 2020
 - ✓ First person in the 2020 Census will be counted in Alaska!
- Military
 - ✓ Conducted incorporation with the Dept. of Defense
 - ✓ Most captured administratively
- Other Populations
 - Group Quarters
 - Homeless
 - Transitory locations

Recruiting, Hiring, & Staffing, Anchorage ACO positions

- Summer 2018
 - ✓ ACO Management (approx. 10)
- Fall 2018
 - ✓ ACO office staff, Recruiting Assistants(approx. 25)
 - ✓ Partnership Specialists(TBD)
- Spring 2019
 - ✓ Address Canvassing field staff(300 plus)
 - ✓ Remote Alaska field staff(TBD)
- Fall 2019
 - ✓ Non-Response Follow-Up field staff(TBD)

Recruiting Information

- Online application (Paper Alternative)
- Competitive pay rates
- Qualifications
 - ✓ U.S Citizen
 - ✓ Pass a background check
 - ✓ Veteran's Preference

Census Partnership and Engagement Program (CPEP)

■ Goals

- ✓ Improve public cooperation
- ✓ Leverage existing networks and “trusted voices”
- ✓ Focus on communities who are less likely to respond
- ✓ Formation of Complete Count Committees
- ✓ Support operational efforts

Census Partnership and Engagement Program (CPEP)

- Partnership Specialist stationed in Alaska since 10/2016
- Met with tribes and Alaska Native Regional governments to promote LUCA and build contact lists
- Continue working with partners/stakeholders to promote the importance of the 2020 Census
- Continue to expand and increase our partnership presence in Alaska
- Alaska Working Group is a great example!

Thank you!