



IT'S IN OUR HANDS

# 2010 Census in Alaska

**Presentation for:**  
**Alaska House of Representatives**  
**Committee on Labor and Commerce**  
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# Presentation Overview

- 2010 Census: A New Portrait of American (video)
- Constitutional Mandate & Responsibility
- Census Bureau Structure
- 2010 Census: *It's Easy, It's Safe, It's Important*
- Goal and Objectives of the Partnership Program
- Partnership in Alaska



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# A New Portrait of America

**(video)**

USCENSUSBUREAU

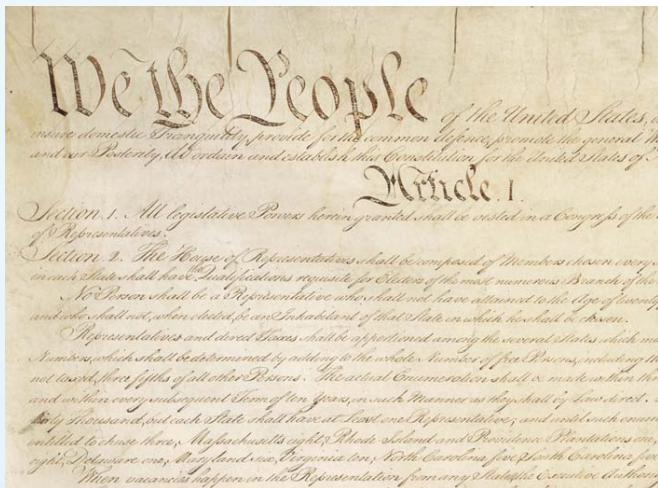
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United States  
**Census  
2010**



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# Constitutional Mandate



- Apportionment
- Redistricting
- Distribution of Funds
- Count to President

*"Representation and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers .... 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."*

*Article I, Section 2 of the Constitution of the United States*



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# Census Bureau Structure

## The Four Pillars of the 2010 Census

- Operations
- Geography
- Census Coverage Measurement
- Partnership & Data Services



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# 2010 Census: It's Important

## Census Data Help Us Make Informed Decisions

- \$400 billion to states and communities
- Data guide planning for local services and infrastructure
- Data help determine the need for special initiatives to serve the needs of our local communities



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# 2010 Census: It's Easy

## 2010 Census Questionnaire is Easier than Ever

- 10 questions, 10 minutes
- Short Form only
- Other ongoing surveys

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# 2010 Census: It's Safe

## **The Data Collected are Completely Confidential**

- Individual responses are safeguarded by Title XIII U.S.C
- Cannot share data with any one, including federal and local law enforcement agencies



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# Our Goal: Count Everyone

- Expect to mail, hand deliver, or personally enumerate 281,616 households in Alaska
- More than 681,000 residents
- 19,349 people in group quarters
- 663,268 square miles of land area

**“Its In Our Hands”**



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# Partnership in Alaska

## Working Together to Count All Alaskans

- Hire locals to do local work
- Engage CBOs, Schools, Churches, Media and Local Governments to be the trusted voices
- Save taxpayer money by increasing the Mail Response Rate (MRR)