

# Partnering to Paint a New Portrait of America

## Powerful Tools of Partnering

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# It is a big job ...

- Stakes are high and we have a responsibility
- If we're not successful
  - ... fewer funds
  - ... underrepresentation in the legislative process
- And everyone in Alaska's communities will be affected.
- Other states are preparing to answer this call ... and could end up with the dollars that Alaska may leave on the table if everyone here, in Alaska, is not counted.

# Alaska's communities aren't in this alone ...

- We've done a few of these ... censuses that is
- 22 of them ... dating back to 1790
- Some things have worked well and others haven't
- We know that Partnering and Complete Count Committees work.

# How did it all start ...

- It all started in 1790 with full enumeration (Art. 1, Sec. 2)
- Now it is a Mail Out/Mail-Back process
- If a household fails to return the questionnaire then we have to enumerate them ...
- Every percentage point of not returned questionnaires costs US between \$80 and \$90 million ...
- Census 2000 had a Mail Return rate of 67% ... that cost US \$2.8billion to count the 33% that did not return their questionnaires ... *and we're closing libraries going to 4 day work weeks, increasing class sizes, patching roads that need to be repaved, etc.*

# Mail Return Rates were Declining

- Since 1960, when the first questionnaires were mailed out ... there had been a steady decline in return rates
- Partnering with community leaders started in 1990 as a way to encourage citizens to return their questionnaires ... it worked.
- For Census 2000 the Partnering ante was upped ... Complete Count Committees were started ... and the downward trend reversed.
- The Partnership Program has broadened even more for the 2010 Census

# Partnering and Complete Count Committees

- Partnering works because ...
  - You know your citizenry better than we can ever know them.
  - Your constituent communities listen to you.
  - You have access to people and places that can make a difference in getting the word out.
- Partners and CCC's working with Bureau resources are a very strong force leading to higher Mail-Response rates.
- In Census 2000 Mail-Response rates reversed and are now on the rise.

# Alaska's Mail-Response Rate in Census 2000

- National Mail-Response Rate was 67%
- Alaska's Mail-Response Rate was 56%
  - Anchorage Borough 62%
  - City and Borough of Juneau 60%
  - City of Kenai 47%
  - City of North Pole 42%
  - City of Soldotna 49%

# Leveraging what we do best ...

- We all have strengths ... and weaknesses
- By pooling our assets we minimize our weaknesses.
- This will allow US to bring the best to the table for Alaska's families, neighborhoods and communities.
- By pooling our assets we leverage our resources and the resulting benefits are not arithmetic ... they are geometric!

# What are our Strengths?

- Key resources need to increase Mail-Response rates ...
  - Facilities
  - Communication Outlets
  - Human Resources
  - Knowledge of Your People
- Let's look at some examples of how we can reach deeply into our communities
- ... and how we can do that at No or Very Low Cost in actual dollars or time.

# Transportation Systems

- We are a mobile society ...
- Alaska Marine Highway System is rich in Facility Resources (Ferries and Terminals)
- Help us work with your local transit authorities
- These are great access points to reach the General public and HTC's
- Car Cards, Tail Cards, banners, posters in Terminals, Rack Cards
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# Public Communication Outlets and Utilities

- Rich in communication resources
  - 2010 Census slogan on monthly bills
  - Drop in articles in constituent newsletters
  - Public television (Gavel-to-Gavel)
- Public Service Announcements

# State and Local Governments

- Rich in facility, communication and human resources
- Include a 2010 Census message as a footer on all letters going out from State agencies from now through April 20.
- Posters and rack cards on display ... bookmarks at check-out counters in Libraries
- Reader boards on highways
- Include a census spokesmen at events you sponsor
- Connect us with various boards and commissions

# Schools and Youth Programs

- Schools have huge communication impact potentials  
*... an example*
- Endorsement of Department of Education  
Commissioner LeDoux
- Children are often powerful influencers of their  
parents.
- Census in Schools curriculum ... available to everyone
- Posters displayed at entry doors

# Department of Commerce and Department of Labor

- The corner café is where much of any town's business is done.
- 2010 messages through the Departments of Commerce, Community and Economic Development, and Labor and Workforce Development to Alaska's business community will get to where Alaska's people gather ... communicating the importance of *counting* everyone.
- Your encouragement to Commissioners Notti and Bishop will help us in reaching Alaskans

# So where does this lead us?

- No single one of us can do it all ... we have to Partner to succeed.
- There are No or Low Cost activities that we can all do.
- By Partnering we, with your help, can reach deeply into Alaska's cities, villages and neighborhoods.

# A down side ...

- ... but suppose Alaska's citizens and institutions don't Partner with the Bureau ... a scary thought.
  - \$1,400 per individual, \$5,600 per family of 4
  - One census per decade ... \$56,000 per family missed
  - Apportionment and Redistricting
- But you are engaged ... you are committed to making Alaska a better place to live ...

# As Partners ...

- ... together we will build a machine in Alaska that will *Count* everyone where they are on April 1, 2010
- And in so doing ... will help paint a New Portrait of America.