



2020 Census
Senate CRA Committee



Statewide, nonpartisan group of Alaskan businesses, nonprofits, governments, and tribal organizations that share the same goal: help ensure an accurate count of all Alaskans



Every Alaskan Counts



The 2020 Census began on
January 21 in Toksook Bay.



Why the Census matters for Alaska

- Determines federal funding allocations for 70+ local programs in Alaska
- Organizations across sectors rely on accurate census data to make strategic investments

**\$3.2
BILLION**

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

The census affects all Alaskans.



Dollars

Census data determine funding for everything from public safety and roads to housing and healthcare.



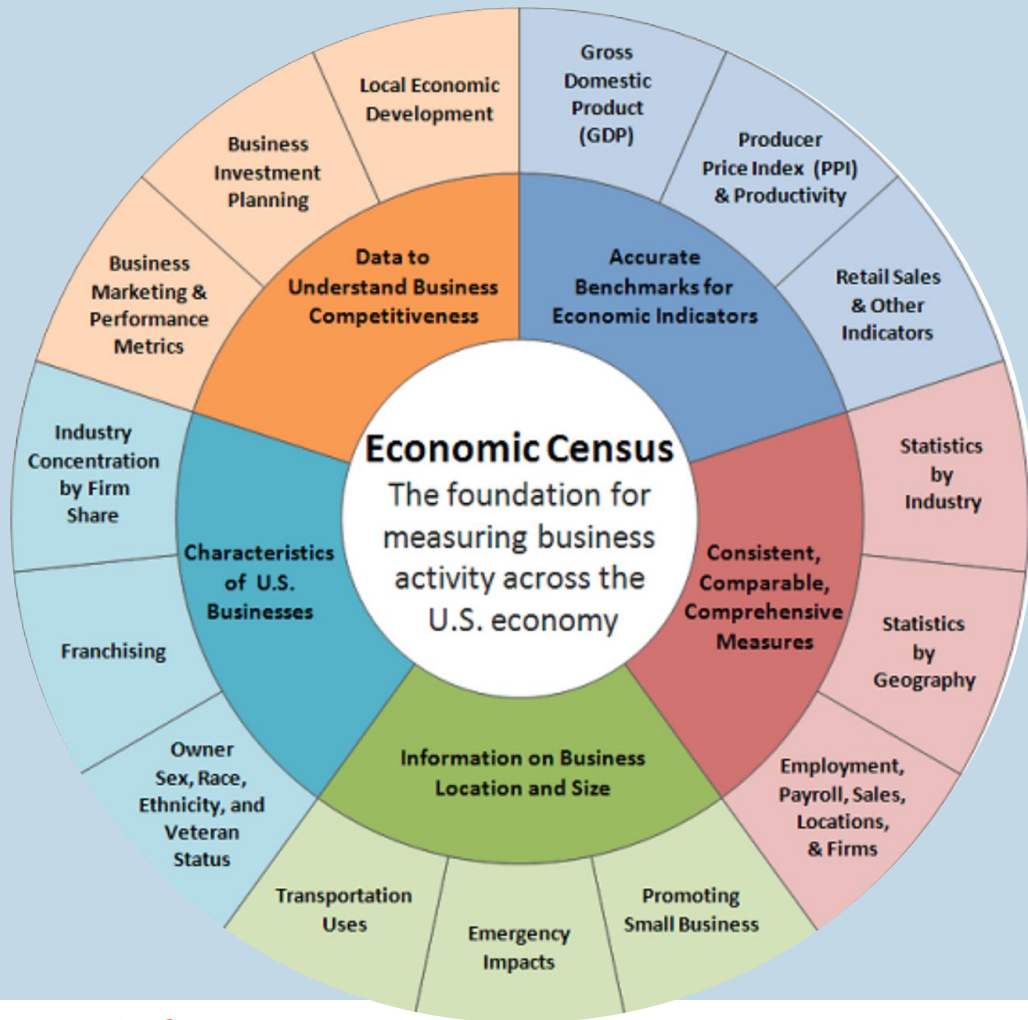
Data

Census data help organizations across the state and across sectors plan and invest.



Democracy

Census data affects the drawing of legislative districts and enforcement of voting and civil rights laws.



The census affects Alaska's economy.

<https://www.census.gov/programs-surveys/economic-census/guidance/data-uses.html>

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Threats to an accurate count in 2020

Distrust

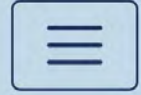
- Suspicion of government
- Confidentiality and privacy concerns

Language barriers

- Over 100 languages spoken in Anchorage households
- Census Bureau will only translate into 12 non-English languages (none Alaska Native)

Barriers to connectivity

- 2020 Census will be the first to push online responses



Every Alaskan Counts.



Alaska Counts is an education initiative to ensure **every person in Alaska** knows:



The Census is
confidential.



The Census is critical
for our communities.



The Census is easy
to complete.

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Alaska Counts Strategy

- Working with partners across the state
- Direct communications
- Outreach & mini-grants
- Translating materials

You are counted
whether you own a house, rent,
stay at a shelter, or camp.

Every Alaskan Counts.



"I can't imagine living in a world where my tribe doesn't count. I count, and you count."

MARCIE FIELDS
Patient Advocate, Saxman



Alaska Counts
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"Census responses are private and protected by law."

DAN SULLIVAN
U.S. Senator



Alaska Counts
2020 Census

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Alaska Counts Communications

- P.O. box mailers
- Radio PSAs
- Video PSAs
- Print & digital ads



Alaska Counts Outreach

- Statewide events
- Partner engagement
- Mini-grant opportunity



- Building trust
- Reaching hard-to-count communities



Language convening and cross-cultural dialogues

Anchorage, AK
December 2019



Alaska Native Language Resources

**2020 Census Dinjii tr'eheechyaa
deegwehee'yaa**

Nats'aa 2020 gwizhik dinjii nereheechyaa
gach'ogwaahkat.



Alaska Native Language Map courtesy of Kivimäki, Michael, Gary Hillen, Jim Kerr, and Colin T. West, 2011. Indigenous Peoples and Languages of Alaska. Fairbanks and Anchorage: Alaska Native Language Center and UAA Institute of Social and Economic Research.

Alaska Counts
2020 Census

United States
Census
2020

AKPIRG
Alaska Knowledge Partnership in Research and Governance

Template provided by the U.S. Census Bureau
Translation provided by the AlaskaCounts and AKPIRG Gwich'in Language Panel



Alaska Native Language PSAs

2020 Census kizitiugaa
iluknaan kinunniq nunaagani.



The 2020 Census counts
each family in a community.

ᑭᑭᑭᑭᑭᑭᑭᑭ

1 Suna una 2020 Census?

2020 Census ~~Kizitiugaa~~
iluknaan kinunniq
nunaagani.

2. Qanisik iggazautautiugpa
Kizitautik?

Kizitpazrun nunaakin
igazauliugaa nunaagkiit
Siunjiugtaat qanutun

inuit inuniagtiklaagat
Nunaagani. Igazauliugaa
agiksramik suwaagsrat
nunaagani, iskuuqvittu,
nagnizviittu, tumisaatlu
nunaagani.

Sumik iggazautautiugpa
Kizizilik?
Igazauliugaa agiksramik
Nunaagani.

Yuuyaramta ilakaa yuut
amllertaciatnek naaqiyaraq.



The Census affects
our way of living.

World languages materials

Conozca Sus Derechos Sobre El Censo



alaskacounts.org

INTÉRPRETES

Los 12 idiomas que están incluidos para completar el Censo en línea y por teléfono son:

árabe	japonés
chino	polaco
coreano	portugués
criollo haitiano	ruso
español	tagalo
francés	vietnamita

Las guías estarán disponibles en braille y en Letra de Imprima Grande.

Find census language guides at census.gov.





TRADUCCIÓN

Habrán, para que sirvan de ayuda, guías de idioma, y tarjetas de identificación de idioma en:

albanés	hebreo	portugués
alemán	hindi	punjabi
américo	hmong	rumano
árabe	holandés	ruso
armenio	húngaro	serbio
bengali	igbo	somali
bosnio	ilocano	swahili
bulgario	indonesio	tagalo
burmés	italiano	tailandés
checo	japonés	tamil
chino	khmer	telegu
cingalés	lao	tigrinya
coreano	Lenguaje de Signos	turco
criollo haitiano	Americanos	twi
croata	lituano	ucraniano
eslovaco	malayalam	urdu
español	marathi	vietnamita
farsi	navajo	yiddish
francés	nepali	yoruba
griego	polaco	

RECURSOS



 Pagkapribado	 Paninirahan	 Kasarian	 Pabahay
<ul style="list-style-type: none"> Ang mga indibidwal na tugon sa sensus ay kompidensyal. Ang impormasyon ay hindi gagamitin sa labas ng Kawanihan ng Sensus [Census Bureau].* Ang impormasyong ito ay mananatiling di-kilala. Ang sensus ay magbibilang ng mga bilang ng tao. Poprotektahan ng mga batas ang iyong impormasyon: Ang mga empleyado na nagbabahagi ng datos ng sensus ay sasailalim sa panahon sa kulungan at multa hanggang sa \$250,000. 	<ul style="list-style-type: none"> Hindi ka hihilingin na lbunyag ang iyong katayuan sa pagkamamayan. Ang iyong katayuan sa imigrasyon ay hindi mahalaga sa pagbuo ng sensus. Ang layunin ay isang buo at tumpak na bilang ng bawat naninirahan sa Estados Unidos. 	<ul style="list-style-type: none"> Ang Sensus ay magtatanong kung ang iyong kasarian ay lalaki o babae. Kung hindi ka tumugon, ang Kawanihan ng Sensus ay gagamit ng estadistikang modelo upang hulaan kung ano ang "dapat" na sagot. Maaari mong sariling-kilalanin ang iyong kasarian na ikaw ay pinakamalapit na mas sariling nakikilala. Kung iniiwan mo ang tanong na blangko, tataas ang pagkakataon ng isang pagbabalik-bisita ng isang tagapanayam ng sensus. 	<ul style="list-style-type: none"> Kung mas maraming tao ang nakatira sa iyong tirahan na labis sa pinapahintulutan ng iyong maylupa o botser ng pabahay, sagutin ng matapat kung ilang tao ang nakatira roon. Isama ang mga hindi miyembro ng pamilya at lahat ng mga bata na ipinanganak bago ang Abril 1, 2020. Hindi makikita ng mga maylupa ang iyong indibidwal na impormasyon o gamitin ang datos laban sa iyo.

Trusted voices matter

Trusted local voices will make the difference in 2020.

You know your neighbors and your community—and can work to engage local partners and voices around the 2020 Census.

“Every Alaskan counts.”

BOB CLARK

*Alaska Native Health
Board Member*



Alaska Counts
2020 Census

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Alaska Counts
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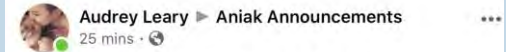
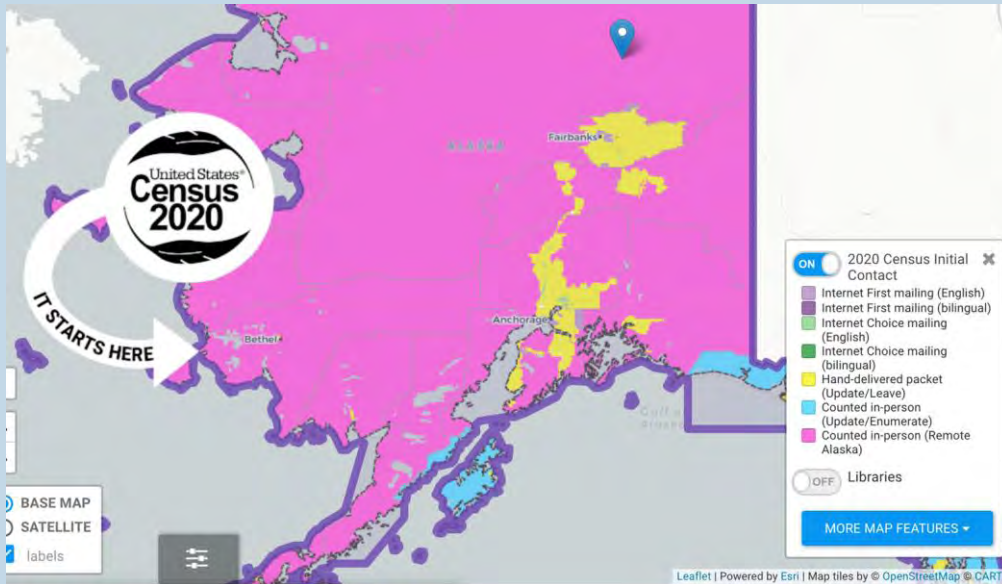
Specific ways to get involved as a legislator and staff

- Visit alaskacounts.org to sign up for census updates
- Use the materials on alaskacounts.org to write your constituent newsletters, blog posts, social media, and other outreach
- Connect with the local **Complete Count Committee** in your region
- Be a strong and consistent voice about the importance of the census
- Share the mini-grant opportunity with organizations in your district
- Take and complete the **Census Champion Checklist**

More ways to get involved as a legislator and staff

- Consider teaming up to write a bipartisan letter to the editor with a fellow legislator
- Bring census materials to your constituent and caucus meetings
- Include the census in your newsletter updates to constituents from now until Census Day
- Talk to your friends, family, colleagues, and constituents about the importance of being counted

Know how and when your community will be counted



The U.S. Census Bureau has made it to Aniaki!

The 4 representatives pictured as well as 3 locals will be spending the next 8 days working in our community to get Aniaki counted for the 2020 US Census.

Census Takers will interview household residents and update address lists to collect census data. Census data is important for many reasons, one being because the data collected helps to determine government funds for different programs.

Let's give our Census Takers a warm welcome when they come knocking on our doors!



Michelle Sparck and 13 others 3 Shares

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10 questions.
10 minutes.
10 years of impact.



Visit alaskacounts.org for more information.

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