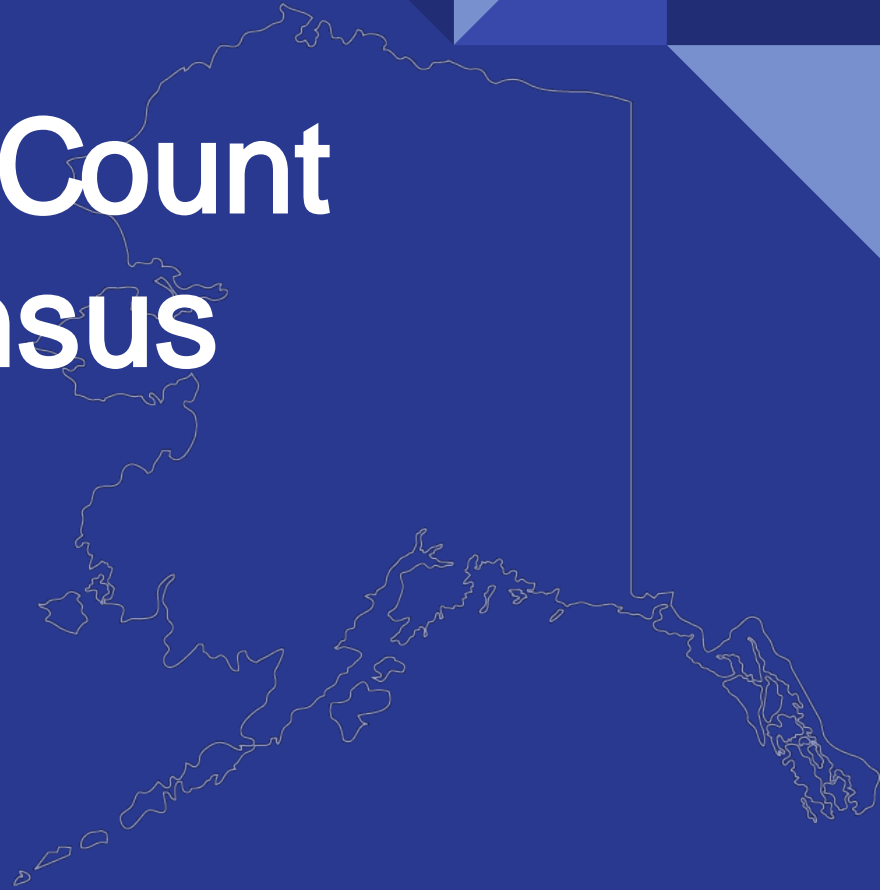


# Making Alaska Count in the 2020 Census

April 23, 2019



# Why the Census matters for Alaska

- Determines federal funding allocations to over 70 programs
- Maintaining federal funding is critical in light of state and local budget constraints
- Organizations across the public, private, and nonprofit sectors rely on accurate census data

\$3.2  
billion

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

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**“Private sector businesses rely on accurate Census Bureau data to help us 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.”**

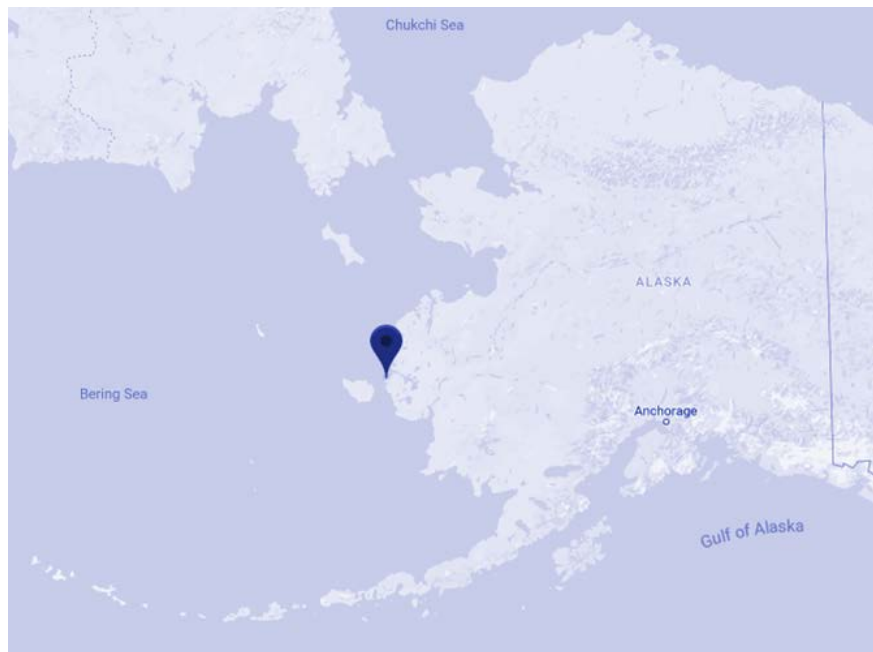
**–Tim Thompson, *Alaska Airlines Public Affairs Manager (Alaska)***



## Alaska Census Working Group

Convened by The Foraker Group

- Agnew::Beck Consulting
- Alaska Airlines
- Alaska Municipal League
- Alaska Native Tribal Health Consortium
- ANCSA Regional Association
- Cook Inlet Housing Authority
- First Alaskans Institute
- The Foraker Group
- Koniag Inc.
- McDowell Group
- Municipality of Anchorage
- Rasmuson Foundation
- Sealaska Corporation
- State of Alaska Departments
- University of Alaska Anchorage



**The 2020 Census  
will begin in  
Toksook Bay,  
Alaska on January  
21, 2020.**

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# If Alaskans go uncounted 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



Improper  
enforcement of  
voting and civil  
rights laws



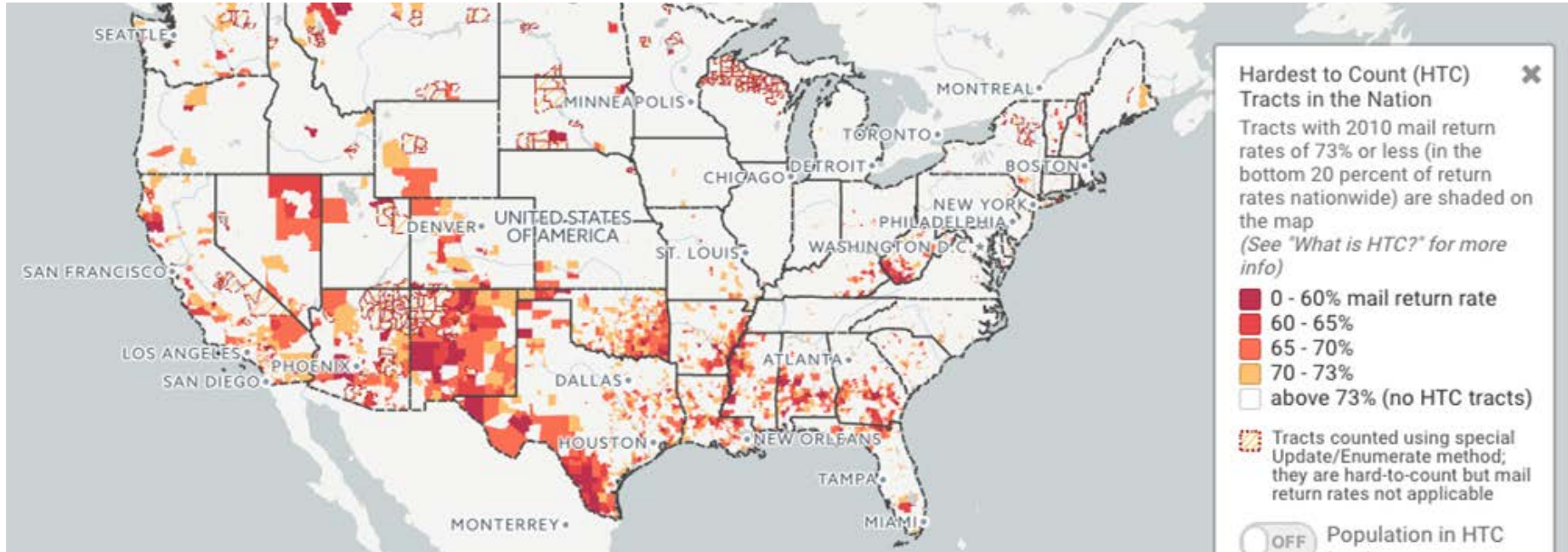
Reduction in  
essential  
services like  
road repairs,  
education, etc.

# Threats to an accurate count in Alaska

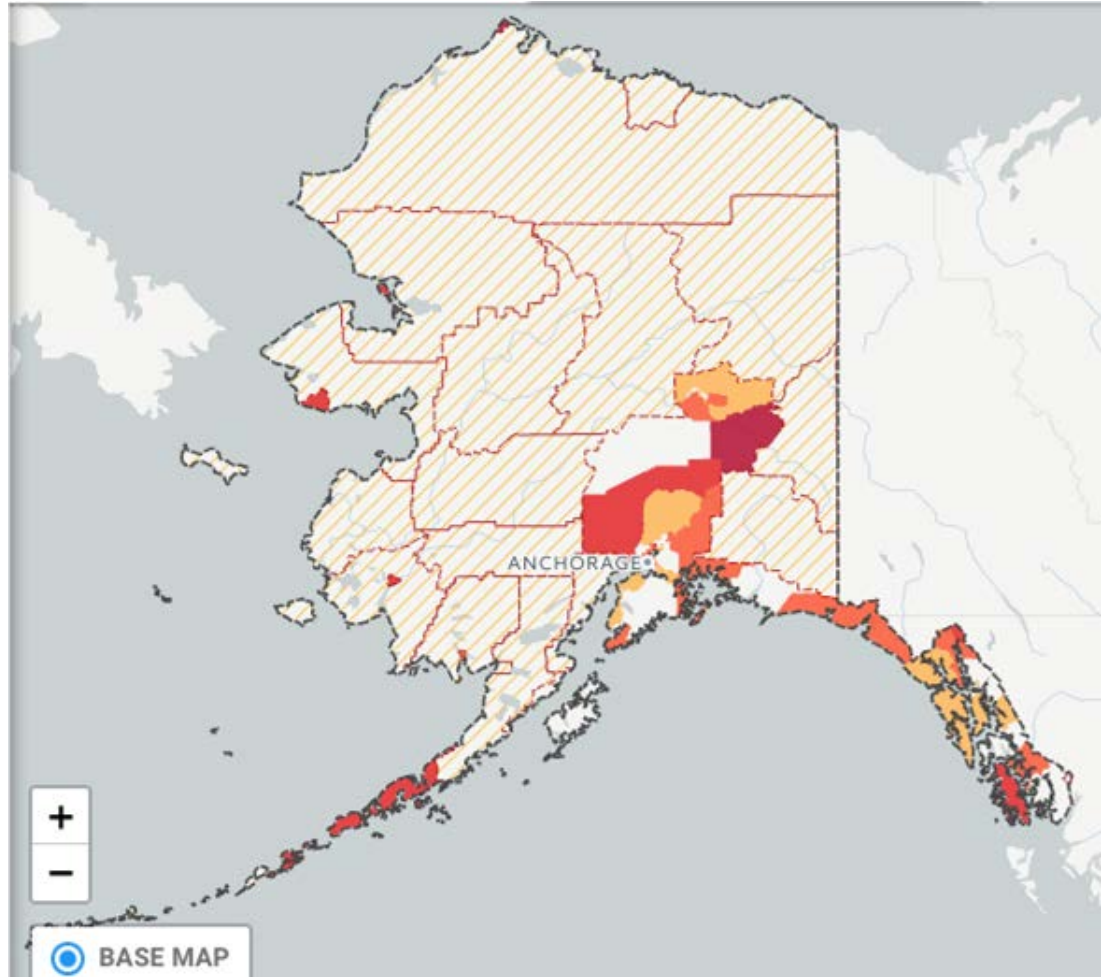
- **Geographic barriers**
  - Much of Alaska requires special counting methods
- **Language barriers**
  - Census forms and other materials will not be translated into Alaska Native languages
- **Barriers to connectivity**
  - 2020 Census will be the first to push online responses
- **Hard-to-count populations**



# Mapping hard-to-count tracts



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



# Alaskans at risk of being undercounted

8%

Undercount of Alaskans in special  
enumeration tracts in 2010

4.9%

Undercount of American Indians and  
Alaska Natives living on  
reservations/tribal lands in 2010

*Also at risk:* Renters, Children under the age of 5, Alaskans experiencing homelessness, Racial/ethnic minorities

# How Alaskans will be counted in 2020

## 1. Self Response

Households receive mail prompting completion of census form online, by mail, or by phone

180,000 households in places like Anchorage, Fairbanks, and Juneau

## 2. Update Leave

Census enumerators deliver census materials and verify/correct addresses as they go

About 60,000 Alaska households in places like Valdez, Bethel, and Nome

# How Alaskans will be counted in 2020

## 3. Update Enumerate

Census enumerators go door-to-door  
and count people at their place of  
residence, verifying addresses as they go

4,000 households in Southeast

## 4. Remote Alaska

Enumerators go door-to-door and count  
people at their places of residence,  
verifying addresses as they go

Information verified by village leader

30,000 households across Alaska

*Visit [censushardtocountmaps2020.us](https://censushardtocountmaps2020.us) to learn more about how your district will be counted*

# Counting remote Alaska in 2020

**Timeline for Remote Alaska Operation: January 21-April 30, 2020**

*Count begins:* Toksook Bay

*First wave:* Western Alaska

*Second wave:* Northern Alaska

*Third wave:* Aleutians; Glenallen and surrounding areas

Census Bureau will hire and train enumerators in each village to conduct the door-to-door count; information will be reviewed and certified by a village leader



# What statewide stakeholders can do

- **Communicate the importance of the census to constituents**
  - Explain what the census is
  - Highlight how the census shapes our communities
  - Emphasize that census participation is safe & confidential
- **Keep up with the Alaska Census Working Group**
  - Visit The Foraker Group website to learn more
- **Identify opportunities for local/regional Complete Count Committees**





*Every Alaskan counts.*

For more information, please contact:

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*Director of Public Policy, The Foraker Group*