

ALASKA STATE LEGISLATURE
SENATE COMMUNITY AND REGIONAL AFFAIRS STANDING COMMITTEE

February 26, 2019

3:31 p.m.

MEMBERS PRESENT

Senator Click Bishop, Chair
Senator Chris Birch, Vice Chair
Senator Mia Costello
Senator Lyman Hoffman
Senator Elvi Gray-Jackson

MEMBERS ABSENT

All members present

COMMITTEE CALENDAR

PRESENTATION: 2020 CENSUS - MAKING ALASKA COUNT IN THE 2020 CENSUS

- HEARD

PREVIOUS COMMITTEE ACTION

No previous action to record

WITNESS REGISTER

KATIE SCOVIC, Senior Research and Policy Analyst
Cook Inlet Housing Authority
Anchorage, Alaska

POSITION STATEMENT: Provided an overview of the 2020 Census in Alaska.

EDDIE HUNSINGER, State Demographer
Research and Analysis Section
Alaska Department of Labor and Workforce Development
Anchorage, Alaska

POSITION STATEMENT: Discussed the 2020 Census in Alaska.

LAURIE WOLF, President/CEO
The Foraker Group
Anchorage, Alaska

POSITION STATEMENT: Discussed the Alaska Census Working Group and the importance of an accurate census count in Alaska.

ACTION NARRATIVE

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CHAIR CLICK BISHOP called the Senate Community and Regional Affairs Standing Committee meeting to order at 3:31 p.m. Present at the call to order were Senators Gray-Jackson, Hoffman, Birch, Costello, and Chair Bishop.

PRESENTATION: 2020 Census - Making Alaska Count in the 2020 Census

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CHAIR BISHOP announced that the committee will hear a presentation on the 2020 Census. He noted that he was the commissioner of the Alaska Department of Labor and Workforce Development when the 2010 Census occurred. He noted that the 2010 decennial census started in Noorvik and Clifford Jackson was the first person counted. He emphasized that an accurate census count was of the utmost importance.

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KATIE SCOVIC, Senior Research and Policy Analyst, Cook Inlet Housing Authority, Anchorage, Alaska, said she would talk about the importance of a fair and accurate census count in 2020, especially in Alaska. She noted that she is a member of the Alaska Census Working Group, ('working group') which consists of four members with a mission to make sure that every Alaskan is counted in the 2020 census.

She discussed "WHY THE CENSUS MATTERS FOR ALASKA" as follows:

- Determines federal funding allocations to over 70 programs that includes:
 - Highway planning and construction,
 - Title 1 grants,
 - Special education grants,
 - Medicaid,
 - Housing,
 - Foster care,
 - All the main systems that the state relies on are based on federal Census data.

- Maintaining federal funding is critical considering state and local budget gaps.
- 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.

MS. SCOVIC noted that since the census is only conducted once every 10 years, an inaccurate count is not just insufficient federal funding for one year, it's that Alaska is not receiving its fair share of federal funding for a 10-year period.

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SENATOR GRAY-JACKSON asked her to confirm that the state stands to lose \$3.2 billion annually if the count if the 2020 Census is not done right.

MS. SCOVIC answered correct. She said a lot of money is at stake over a ten-year period.

She said in addition to its importance for federal funding allocations, 2020 Census data also plays a critical role in allowing organizations to access data needed to confidentially invest and make decisions in Alaska.

She discussed "Threats to an Accurate Count in 2020" as follows:

- Geographic barriers:
 - Census Bureau will not conduct post office box outreach to remote Alaskans in 2020.
 - Post office box outreach was conducted in 2010.
- Language barriers:
 - Census forms and other materials will be translated into 12-non-English languages, none will be translated into Alaska Native languages.
 - Working group is trying to address Alaska Native translations, but the process will not be the normal federal process.
- Barriers to connectivity:
 - 2020 Census will be the first to push online responses.
 - Not all areas in the state will have online connectivity.
- Prevalence of historically hard-to-count populations.

MS. SCOVIC said getting an accurate count in Alaska is extremely difficult. She remarked that it is hard to imagine that the census framers were thinking about Toksook Bay, Alaska when they mandated the first census hundreds of years ago, yet that is where the census will begin in January 2020.

She explained that the 2020 Census begins early in Alaska due to the realities of counting remote and rural areas as well as counting migratory populations that work seasonally. The Census Bureau must be credited for their engagement with the working group to identify and make sure that the enumeration methods are matching the people and the places that are intended to be counted, but the state still has a lot to do.

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SENATOR BIRCH asked how illegal aliens are counted, people who have either overstayed their permission to be in the country or people who came across the border.

MS. SCOVIC explained that the census is intended to count people currently residing in the country, not just citizens of the country.

CHAIR BISHOP asked Mr. Hunsinger to comment.

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EDDIE HUNSINGER, State Demographer, Research and Analysis Section, Alaska Department of Labor and Workforce Development, Anchorage, Alaska, explained that the Census Bureau uses the usual-place-of-residence concept to count citizens or non-citizens. He said there may be a citizenship question on the census form like there is on the American Community Survey form. The main thing that the Census Bureau is interested in is usual place of residence and counting every single person, even people who are visiting for long term work from overseas. If their usual place of residence on Census Day is in Alaska then they will be counted in Alaska.

SENATOR BIRCH noted that congressional apportionment is based on the most recent census, but the apportionment for Alaska will not be effected due to the state's small population. He asked if people who are residing in the state during the census, illegal or not, will be counted.

MR. HUNSINGER replied that he is not sure what the rules are for congressional apportionment. Tabulations are made in states that

want place of residence for people in the military or different populations.

SENATOR GRAY-JACKSON asked why Alaska Native languages will not be translated.

MS. SCOVIC explained that there is a minimum threshold for the number of people speaking the language and no Alaska Native language met the threshold. She noted that there are over 100 languages spoken in the Anchorage School District and added that there are concerns about translating languages beyond Alaska Native languages.

SENATOR GRAY-JACKSON expressed concern that Alaska's Native languages are not being translated. She asked Ms. Scovic to explain her comment that an effort is being made to translate Alaska Native languages.

MS. SCOVIC explained that the translation effort is resource based. She said there are also sub-grants to local communities with the idea that people in local areas know their communities best, but resources are required to pay translators to do their work. Part of the working group's work is advocating for the importance of translating and the other part is identifying the resources to do that.

CHAIR BISHOP advised that a federal representative for the 2020 Census was unable to attend the committee meeting. He said his intent is to have an additional meeting in the future with a federal representative.

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MS. SCOVIC discussed "Mapping Hard-to-Count Tracts.". She referenced a Lower 48 map that showed hard to count areas that have low response rates and require additional and expensive follow up. The hard to count areas are more likely to be under counted. The Lower 48 in general has large areas that are considered business as usual.

She referenced a state map and discussed "Alaska will be one of the hardest states to count in the 2020 Census." She said one of the important things to point out on the map are the striped areas in the northern and western areas of Alaska that are identified as "special enumeration tracks" because they are so difficult to count that they require special counting methods. She pointed out that in comparison to the rest of the country most geographic areas in Alaska are considered hard to count.

MS. SCOVIC discussed "Alaskans at Risk of Undercount" as follows:

- 8 percent undercount of Alaskans in the state's special-enumerations tracts.
- 4.9 percent undercount of American Indians and Alaska Natives living on reservations in the 2010 Census.

She added that other groups at risk of undercount include children under the age of five, immigrants, renters, individuals experiencing homelessness, and those living in overcrowded housing settings.

SENATOR BIRCH asked how the undercount is determined.

MS. SCOVIC replied that the Census Bureau has a postmortem after the census is conducted to look at how the count compares to previous counts.

CHAIR BISHOP pointed out that the commissioner of the Department of Labor hears about undercounts from communities.

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SENATOR COSTELLO mentioned a reference to "Census Day" in the packets and asked if the count occurs on one day. She commented on the improbability of doing the count in a single day.

MS. SCOVIC answered that there is a phased approach leading up to Census Day. The count will begin in Alaska starting in January. In-person counting will begin in March. She said Census Day is considered a ceremonial day when the count starts, and the difficult enumeration methods start earlier.

SENATOR COSTELLO asked if there is a problem with fraud.

MS. SCOVIC answered that she did not know.

SENATOR COSTELLO asked why a census-percentage-increase adjustment is not considered when the Census Bureau knows the undercount percentage.

MS. SCOVIC answered that a federal representative from the Census Bureau would know. The census is constitutionally mandated to occur once every 10 years and questions referencing census adjustment afterwards should be addressed to the Census Bureau.

MS. SCOVIC mentioned Senate District C and noted that the district has multiple census counting methods. Twenty-two percent of the district lives in hard-to-count areas that are more likely to be under counted and 26 percent live in special-enumeration tracts that require in-person-counting methods. She noted that there is an area within District C that had a 28.6-percent-response rate in the 2010 Census, one of the lowest in the U.S.

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CHAIR BISHOP pointed out that his district, District C, is on a road system just to emphasize the challenge, especially when going north of the Yukon River.

MS. SCOVIC agreed.

She reviewed 2010 Census data for committee member's districts as follows:

- Senate District S:
 - Senator Hoffman's district.
 - 100 percent of the district is considered "hard to count."
 - 47 percent of the population lives in "hard to count" areas.
 - 53 percent live in "special enumeration" tracts:
 - Difficult to reach,
 - Require costly in-person counting methods.
 - District was undercounted by 8 percent.
- Senate District I:
 - Senator Gray-Jackson's area.
 - Shows Alaska's urban issues as well.
 - 63 percent of the district lives in "hard to count" areas that are at risk of being under counted.
- Senate District K:
 - Senator Costello's district.
 - 28 percent of the district lives in "hard to count" areas that are at risk of being under counted.
- Senate District M:
 - Senator Birch's district.
 - 14 percent of the district lives in "hard to count" areas that are at risk of being under counted.

MS. SCOVIC emphasized that the hard to count areas are not just a rural issue. They require follow up for census counting that

is more costly and difficult in Alaska. Having a person aware of the census during the initial process is important.

SENATOR GRAY-JACKSON said she knocked on doors in District I and she finds the census data hard to understand where 63 percent of her district lives in a hard-to-count area.

CHAIR BISHOP remarked that to myth bust there are people who don't mind opening their doors for campaigning but opening their doors for a census worker might be another question.

SENATOR GRAY-JACKSON acknowledged the point and continued to question the hard-to-count designation.

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MS. SCOVIC explained that the hard to count distinction captures the difficulty of getting people to respond to the census.

SENATOR GRAY-JACKSON remarked that she now has a better idea of what hard to count means.

SENATOR HOFFMAN asked if the 2020 Census form is currently available.

CHAIR BISHOP answered no.

SENATOR COSTELLO mentioned the hard to count population in her district, noting that she too can walk to every door and apartment in her district. She asked what technology is being used for the census, especially if an electronic application is used to share information when someone tries to reach a person again.

MS. SCOVIC explained that census response in Senator Costello's district will be either online or by mail, which is less about knowing where someone lives and more about whether an individual returns a complete census form. District K had an above average response rate, but there are tracts within the district with a lower response rate that require more follow up.

SENATOR GRAY-JACKSON asked how the census is taken in apartments.

MS. SCOVIC explained that apartments are considered housing units and people are counted within their apartment unit.

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She referenced "Fewer Resources for the 2020 Count" as follows:

- Slow ramp-up of federal funding and the ongoing government shutdown have created uncertainty about the sufficiency of federal resources.
- Fewer partnership program staff have been hired.
- Communications materials won't be ready until late 2019.
- States across the country are allocating resources to fill gaps in federal funding and help ensure an accurate count.

She summarized that undercounts occurred in the 2010 Census, and Alaska will need to count more people with fewer federal resources for the 2020 Census.

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SENATOR BIRCH asked how detailed that census questionnaire will be, when will the questionnaire be publicly available, and will the individual census information be private.

MS. SCOVIC replied that there is a distinction between the census and the American Community Survey which is an annual survey based on a large subsample that is more detailed. The census form is ten questions that are short to increase engagement. Census data is released in late 2020 or early 2021.

MR. HUNSINGER explained that the initial census numbers will be delivered to the President in early 2021 and more detailed information will come out the following years. He mentioned undercounts and noted that the information is derived from survey-based methods after the census and that is the reason why the counts cannot be readily revised.

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SENATOR BIRCH asked how far back census data can be accessed.

MR. HUNSINGER replied that the latest data goes back to the 1940 Census.

SENATOR COSTELLO opined that there are different ways individuals connect with an organization via taxes, the Permanent Fund Dividend (PFD), and birth and death registries. She asked if anyone is working on a better way to estimate the country's census without going through the tremendous expense to go out and reach all the people.

MR. HUNSINGER replied that there are people in multiple countries working on administrative-records-based enumerations.

He pointed out that there are biases in that data where some people have higher coverage than others which creates a challenge in bringing the data together. He opined that many consider using administrative records as the future for counting people.

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MS. SCOVIC summarized that an undercount in Alaska could result in \$3.2 billion in reduced federal funding. That compounds state and local budget gaps pertaining to road repairs, education, and 70 federal programs in Alaska. Organizations across the state use census data to plan and invest in communities. Census data is also used for the proper enforcement of laws that protect vulnerable populations like the Voting Rights Act.

She said it is easy to think of the census as an impersonal operation with bland data that is more interesting to statisticians. The reality is census data will determine what Alaska looks like in terms of its roads and schools. If Alaskans care about roads and schools, then it is necessary to care about the census. The good news is the state can reduce the risk of an undercount if Alaska acts collectively to identify the risks and allocate the resources needed to combat an undercount.

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CHAIR BISHOP opined that census awareness puts a face on the process by explaining that partners like Alaska Airlines care because they want to know if greater air service is required in the state or if Costco needs to expand in an area. Census data is not used exclusively by the federal government, but also by private businesses that bring jobs and add to the state's economy.

MR. HUNSINGER referenced "2020 Census in Alaska, Overview and State Data Use" and explained that he works with colleagues on population estimates and projections for the state and participates in Census Bureau partnership programs to help ensure accurate and useful data.

MR. HUNSINGER opined that the decennial census is the most important data set that the state has in generating statistics about population. In addition to the constitutional mandate for reapportionment, the census is the starting point for virtually all state and local population estimates. The census estimates are used for funding allocations and in the development of countless reports and statistics each year.

He detailed that the decennial census data goes into the population estimates which form the weights and controls for the American Community Survey data. Without the census the American Community Survey will not be reliable. The U.S. Census Bureau manages many different surveys, many of which are ongoing. The American Community Survey is an ongoing survey that is used a lot because of its detailed information.

He explained that the questionnaire for the decennial census is brief, but the challenge is that all questions must be filled in for every household and living quarters in the country and each one must be tied to a certain place.

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He discussed data resources that rely on the decennial census and countless other statistics are effected by the census as follows:

- Health statistics,
- Education statistics,
- Employment statistics,
- Monthly unemployment rates,
- Crime statistics,
- Planning and forecast tools for transportation,
- Housing statistics.

He asserted that the only resource for reliable demographic and household characteristics, especially for small communities, is the decennial census. The data from the census should represent a 100-percent count that does not have the kind of uncertainty that comes with other sources like the American Community Survey.

He disclosed that it is very difficult to correct or know how to correct errors for specific places in the decennial census and it's important the Census Bureau gets the count right. Alaska's PFD-based data is helpful for population estimates and is the only way for the state to get reliable annual population estimates for small communities, but it does not cover everyone. The state must use the PFD-based data in conjunction with the decennial census to get complete population estimates for communities.

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MR. HUNSINGER explained that there will be several ways people will be counted in the 2020 Census. The four major ways that people living in households will be counted are as follows:

1. Self-Response:
 - a. Type of Enumeration Area 1 (TEA 1).
 - b. Covers Anchorage, Fairbanks, and Juneau.
 - c. Materials will be mailed for response by internet, mail, or telephone.
 - d. Census Bureau will follow up if there is no response, also known as non-response follow up which is costly.
2. Update Leave:
 - a. Type of Enumeration Area 6 (TEA 6).
 - b. Covers many households along Alaska's road system that does not receive mail at home.
 - c. Materials delivered in-person for response by internet, mail, and telephone.
3. Update Enumerate:
 - a. Type of Enumeration Area 2 (TEA 2).
 - b. Covers Southeast Alaska and Kodiak Island.
 - c. Census Bureau enumerators verify the location of each housing unit and "knocks on doors" to conduct interviews.
4. Remote Alaska:
 - a. Type of Enumeration Area 4 (TEA 4).
 - b. Covers most of Alaska.
 - c. Like TEA 2 except that a sworn-in-local official validates the Census Bureau enumerators' work.
 - d. Process allows village leaders to review and certify the counts.
 - e. Remote Alaska count will begin January 2020 in Toksook Bay.

He added that people living in military installations and aboard military vessels will be counted through the Alaska Department of Labor and Workforce Development administrative records from the Defense Manpower Data Center. The census count for populations and group quarters facility addresses shared facilities, dormitories, and prison cells that are counted in advance via a mix of in-field visits and administrative data. The population locations identified as transitory will be identified and counted by in-field visits on a certain day.

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MR. HUNSINGER reviewed the 2020 Census operational timeline as follows:

- March 2018:
 - Census Bureau delivers questions to Congress.
- April 2018:
 - Open six regional census centers.
- October 2018:
 - Full implementation of the communications
- January-March 2019:
 - Open 40 area census offices.
- June-September 2019:
 - Open remaining 208 area census offices.
- August 2019:
 - Conduct in-field and address canvassing.
- January 2020:
 - Begin enumeration in remote Alaska.
- February 2020:
 - Group Quarters Operation begins.
- March 2020:
 - Update Leave begins,
 - Internet Self-Response begins.
- April 1, 2020:
 - Census Day.
- May 2020:
 - Nonresponse Followup begins.
- December 31, 2020:
 - Deliver apportionment counts to the President.
- March 31, 2021:
 - Complete delivering Redistricting Summary Files to all states, (P.L. 94-171).

He noted that the Census Bureau uses the phrase, "Once only once and in the right place" for accomplishing a complete census where everyone is counted. Everyone must be counted at a certain place and the Census Bureau works to accomplish its goal by a number of different programs. At the very start, the Census Bureau has the data from the 2010 Census and the bureau continually updates data from sources including the U.S. Postal Service, local and state government partners, and Census Bureau field representatives who are working on ongoing surveys like the American Community Survey.

MR. HUNSINGER detailed that once the Census Bureau receives census data, the data becomes Title 13 protected, meaning the data is confidential and is not shared for any reason. The Census Bureau also has a major address-canvassing operation where the bureau hires workers to physically go out and review,

validate, and update the entire address database ahead of a census. In past censuses, 100 percent of the country was canvassed by people in the field, also known as in-field canvassing. For the 2020 Census, many of the nation's self-response areas are being canvassed with data the Census Bureau has in-office, including analysis of remote imagery.

He said the department is working with the Census Bureau and is grateful for their partnership with the Alaska Census Working Group so that the bureau knows Alaska needs people in the field for most of the state to find addresses.

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CHAIR BISHOP asked when the federal government starts hiring and training enumerators, how many are hired, and the pay range.

MR. HUNSINGER answered that he will get back with actual dates and numbers of people. He noted that address canvassing will be occurring in August 2019 and people are already being hired and trained via outreach partnerships.

He explained that the Census Bureau emphasizes data protection and privacy. The Census Bureau, per Title 13 of the U.S. Code, cannot release information about any individuals, households, businesses, even to law enforcement agencies. The law states that the information collected can only be used for statistical purposes and no other purpose. To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years. All Census Bureau staff take a lifetime oath to protect personal information and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

SENATOR BIRCH asked when data not attributable to a specific resident becomes available.

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MR. HUNSINGER explained that the Census Bureau puts out summary files that detail various data tabulations regarding age, race, etcetera. The Census Bureau is careful about not allowing information that can be linked to an individual, especially in villages with small populations. The first data comes out in early 2021, but the entire data rollout takes a couple of years.

SENATOR BIRCH agreed that extrapolating data for smaller communities could be used to drill down on private information.

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MR. HUNSINGER reiterated that the Census Bureau takes protection and privacy very seriously.

He reviewed areas of concern for the 2020 Census in Alaska as follows:

- Impediments to hiring and training census employees.
- Difficulty in finding and identifying housing units.
- Families living with other families.
- Distrust or fatigue related to the census or surveys in general.
- Communication challenges due to language barriers.

He said for all areas in the state to ensure a complete count finding ways to engage with Alaskans for a response to be counted is critical. The Census Bureau has provided careful research called the "Barriers, Attitudes and Motivators Study" (CBAMS). The CBAMS is not Alaska specific, but the research is informative. CBAMS surveyed 50,000 people and found that only 33 percent were very or extremely familiar with the census. The analysis revealed five barriers that might prevent people from participating in the census as follows:

1. Concerns about data privacy and confidentiality.
2. Fear of repercussions.
3. Distrust in all levels of government.
4. Feeling that it does not matter if you are counted.
5. Belief that completing the census might not benefit you personally.

He noted that funding for public services was a top motivator across groups, yet less than half of respondents knew that the census is used to determine community funding.

MR. HUNSINGER explained that in order to find ways to get people to count, the Census Bureau did research with focus groups to address barriers to people responding and found the following:

- Tying census participation to community funding.
- Extension to "hope for a better future" for younger generations was a key motivator to get people to respond.
- Helping people to understand the purpose, content, and process of the census may increase participation in the 2020 Census.

- Messaging is needed for how a census directly benefits local communities now and in the future.
- Providing information about the Census Bureau's data protection policies will not alone mitigate concerns around privacy and confidentiality.
- Encouraging response from trusted voices within the community may increase participation among people with the greatest distrust in government.

[4:28:47 PM](#)

LAURIE WOLF, President/CEO, The Foraker Group, Anchorage, Alaska, explained that the Foraker Group serves as Alaska's nonprofit association and capacity builder by standing up the Alaska Census Working Group.

She said central to the Foraker Group work is to give voice to non-partisan public policy issues that impact the nonprofit sector related to the \$3.2 billion in federal funding as a reason why Alaskans should care about an accurate census count. She noted that 17 percent of the \$3.2 billion in federal funding goes directly to nonprofits.

She said approximately two years ago the Foraker Group created and convened the Alaska Census Working Group. It is an all-volunteer group of individuals that advocates for the fair and accurate census count. The working group is a non-partisan, multi-sector collaboration with representation from local and statewide businesses, local and statewide government, federal government, Alaska Native organizations, the University of Alaska, among others.

She emphasized that Alaska only gets one chance every 10 years to get the census count right. An accurate count impacts federal dollars that is based on good data.

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MS. WOLF recapped previous testimony regarding the 2020 Census as follows:

- The federal government has made fewer resources available.
- The Census Bureau outreach efforts are lagging far behind the necessary timeline to build awareness.
- There will be no outreach to Alaskans whose only address is a post office box.
- There will be no federal dollars set aside for translation of census materials into Alaska Native languages.

- The Census Bureau regional office has been moved from Seattle to Los Angeles.
- Challenges related to data security and privacy.
- The Census Bureau is working with local communities and tribes to create complete-count committees to build trust and ensure a good count.

She summarized that Alaska risks not having good data to access the state's fair share of federal funds and the ability to make solid business decisions.

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SENATOR COSTELLO noted that Ms. Wolf had mentioned that there was a \$250,000 budget item that she was hoping to have. She disclosed that she had a discussion with Donna Arduin, Director for the Office of Management and Budget, about funding and Director Arduin said the budget item would be absorbed into the Governor's Office Budget. She asked if Ms. Wolf has received confirmation that the budget item will be dedicated to outreach efforts.

MS. WOLF answered no.

CHAIR BISHOP asked if Alaskans are being trained for on-the-ground outreach jobs.

MS. WOLF answered that on-the-ground should be Alaskans, but the Census Bureau can speak directly to their hiring and recruiting.

CHAIR BISHOP said the committee will invite the Census Bureau to a future committee meeting.

MS. WOLF said the Census Bureau is forming local complete-count committees that will be Alaskans.

MS. WOLF emphasized that Alaskans must act together for an accurate census count. The Alaska Census Working Group is ready to stand with the Legislature to build awareness among other policy makers at all levels of government and with communities to address the importance of a fair and accurate count.

She noted that in the last administration the Alaska Census Working Group encouraged the creation of the Alaska Complete Count Commission through administrative order as well as helping foster alignment between the body and the working group to assure substantial outreach, and the marshalling of state resources to support focus-census work. The Alaska Complete

Count Commission was recently decommissioned and then recommissioned by Governor Dunleavy through a new administrative order in early February 2019.

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CHAIR BISHOP noted that committee members received copies of both Governor Walker's Administrative Order No. 301 and Governor Dunleavy's Administrative Order No. 303. He asked what the two biggest differences are between the two administrative orders.

MS. WOLF explained that there are nine ways the two administrative orders differ. The top two differences are the second administrative order removes the connection to the Alaska Census Working Group and the order removes assigned seats from the House and Senate.

She said the Alaska Census Working Group looks forward to the Alaska Complete Count Commission being activated with a focus on a full and accurate count. The Alaska Census Working Group was able to initially secure the line item in the budget for \$250,000 to support the work of the Alaska Complete Count Commission. However, the Alaska Census Working Group was distressed to see the woefully inadequate funding option cut from the governor's recent proposed budget. She noted that there was a recent national study that found that a bare minimum allocation to support the necessary outreach in Alaska would be closer to \$1.5 million. She added that Senator Costello's budgetary information is new and reiterated that the working group has not been notified.

She said the working group encourages legislators to educate their constituents on the importance of the census count and for state government to bring together resources to help get the word out. She noted that legislators can promote activities that are low or no cost like sending messages to constituents, talking about the census during town-hall meetings, and adding notification in the PFD application process.

MS. WOLF noted that the working group has a comprehensive budget through 2020 but emphasized that a comprehensive communication plan is needed to focus on the hardest to count parts of Alaska. She said the working group plans to add more value as follows:

- Use the working group's resources by including social media, public broadcasting, and post office box outreach.
- Work on Alaska Native language translations of census materials.

- Add a mini-grant program to help local communities do their own outreach.

She summarized that the working group has lots of ideas but cannot do the census work alone. The working group wants to be a partner with the legislature on the 2020 Census and asks that the state step up to do its part because there is so much at stake. She said there are 3.2 billion reasons every year why the state should care about the census.

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SENATOR GRAY-JACKSON said she appreciates the census presentation because there are a lot of U.S. citizens who have no idea what the census is all about. She emphasized that she is going to educate her constituents because the \$3.2 billion in federal funding is a big deal.

SENATOR COSTELLO opined that the ability to show constituents what the 2020 Census envelope looks like will be helpful. She asked if a census design graphic is available for legislators to include in newsletters for their constituents to start the brand marketing.

MS. WOLF explained that one of the working group goals is to create a statewide branding campaign. The working group is waiting on the Census Bureau to provide their branding, but the information will not come fast enough. The working group is hoping to create something like what Michigan did with their website that had a theme, brand, and logos with materials that people could use.

CHAIR BISHOP thanked the Census 2020 presenters.

MS. SCOVIC concurred with Ms. Wolf on providing materials for legislators or local communities to personalize and distribute census information.

CHAIR BISHOP reiterated that his intent is to have a follow up meeting on the census at the end of session, primarily to have a Census Bureau representative in attendance.

[4:42:41 PM](#)

There being no further business to come before the committee, Chair Bishop adjourned the Senate Community and Regional Affairs Standing Committee meeting at 4:42 p.m.