

## What is Alaska Counts?

Alaska Counts is an education campaign organized by the Alaska Census Working Group (ACWG) to ensure that every person in Alaska understands that completing the census is...

- **Critical to ensuring that every community gets its full share of funding for local public services** - Census data determine the allocation of over \$3.2 billion in federal funding to Alaska, for everything from highways and hospitals to schools and public safety.
- **Confidential** - responses cannot be used to harm individuals in any way. It is a federal crime for the Census Bureau to share census data with any other group or agency. Violations may result in a \$250,000 fine and a prison sentence of up to 5 years.
- **Easy to complete** - takes only 10 minutes with benefits that last for the next 10 years.

The Alaska Census Working Group is a statewide, nonpartisan group of Alaskan businesses, nonprofits, governments, and tribal entities that share the same goal: help ensure a complete and accurate count of all Alaskans in the 2020 Census.

## Census 101

2020 Census is a once-a-decade count of every person residing in the United States.

- It determines how federal resources are allocated and provides data used by businesses to justify important **economic investments**.

The 2020 Census will kick off in Toksook Bay, Alaska, on January 21, 2020. It begins early here because of the unique challenges our state poses to counting every Alaskan:

- No road system outside of major cities; Unique geographic/climate challenges; Cultural and language barriers; Prevalence of hard-to-count populations

To ensure a complete count in 2020, **trusted local leaders are critical** to educating local community members about the importance of the census.

## What is the Working Group doing?

The campaign is working with the Census Bureau, local partners and stakeholders, along with community organizations to help educate Alaskans that their responses help Alaska's **economy, public safety, and public services for the future**.

We'll provide complementary support to the Census Bureau's outreach with local leaders across the state who are in the process of establishing Complete Count Committees and mobilizing to educate their local communities about the importance of a complete and accurate count.

Activities currently include:

- **House** educational resources on a centralized website - full site slated to go live Aug 1.
- **Generate** informational mail pieces to reach hard-to-count populations and communities
- **Create** posters, fact sheets, and social media resources for Complete Count Committees
- **Coordinate and fund** translation of key materials such as those listed above - focusing on people in the hardest-to-count remote villages of Alaska
- **Support** local community outreach efforts through mini grants