



The U.S. Census Bureau is issuing a call to action for every American Indian and Alaska Native of our nation:
“BE COUNTED IN 2010”

THE 2010 CENSUS IS IMPORTANT.

In 2010, we will define who we are as a nation by participating in the 2010 Census. It is vital to our tribal nations, and to American Indian and Alaska Native communities that the 2010 Census is accurate. Achieving a complete and accurate 2010 Census is in our hands.

YOU CAN MAKE A DIFFERENCE.

As an influential American Indian or Alaska Native community, business or tribal leader you can raise awareness of and encourage tribal participation in this historic event. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the future of your tribal community. It will determine your representation in Congress and provide an accurate count of American Indians and Alaska Natives wherever they live. When working with tribal governments, the Census Bureau respects tribal sovereignty.

The Census: A Snapshot

- ▶ **What:** The census is a count of everyone residing in the United States.
- ▶ **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- ▶ **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day.
- ▶ **Why:** The U.S. Constitution requires a national census once every 10 years. The census provides state populations and determines representation in the U.S. House of Representatives.
- ▶ **How:** Census questionnaires will be delivered or mailed to households in March 2010. Census takers will visit households that do not return questionnaires starting in May.

A Complete Count: The Importance of Census Data

- ▶ Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data.
- ▶ Businesses use census data to locate supermarkets, new housing and other facilities.
- ▶ Census data guide local American Indian and Alaska Native decision makers in their grant writing proposals for the construction of new roads, hospitals, child-care and senior citizen centers, schools and more.

2010 Census Questionnaire: It's Easy, It's Important and It's Safe

- ▶ With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete for the average household.
- ▶ By law, the Census Bureau cannot share individually identifiable or a household's questionnaire responses with anyone, including other federal agencies and law enforcement entities.



2010 CENSUS: PARTNERSHIP AT A GLANCE

Become an American Indian/Alaska Native 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- ▶ Ensure accurate census data, which guide funding decisions for the American Indian and Alaska Native communities and affect your representation in Congress.
- ▶ Spread the word about temporary census jobs in your community.
- ▶ Assure people that the census questionnaire is easy, important and safe.

Take Action for Your Community and Country

As an American Indian/Alaska Native partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- ▶ Encourage tribal members to use the tribe's preferred name when responding to the 'enrolled or principal tribe' question on the 2010 questionnaire.
- ▶ Appoint a tribal liaison to serve as a point of contact between the Census Bureau and the tribe regarding census activities.
- ▶ Encourage your peers to get involved by joining a Complete Count Committee (CCC), an organized group of other influential leaders in your area who are committed to increasing participation in the census.
- ▶ Issue a proclamation or other public endorsement of the 2010 Census.
- ▶ Help recruit census applicants for 2010 Census positions.
- ▶ Answer questions and help people overcome misconceptions about the 2010 Census. Share the benefits of being counted and reassure your community their questionnaire responses are confidential.
- ▶ Provide space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▶ Include census information in newsletters, mailings and online.
- ▶ Conduct meetings or other events to encourage participation in the census.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment began for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address lists nationwide.
Fall 2009	Recruitment begins for census takers to support peak workload.
March 2010	Census questionnaires are mailed or delivered to households.
January - April 2010	Remote Alaska operation. (Enumeration of sparsely isolated settled parts in very remote areas of Alaska.)
March - May 2010	Update/Enumerate operation, which includes selected American Indian reservations. (An operation in which Census Bureau address lists are updated and information on the questionnaires is collected.)
April 1, 2010	Census Day
May - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 31, 2010	By law, Census Bureau delivers population counts to the President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



A COMPLETE AND ACCURATE COUNT IS IN OUR HANDS.

For more information about the 2010 Census, go to 2010census.gov

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

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