



The U.S. Census Bureau is issuing a call to action for every resident of our nation: **“BE COUNTED IN 2010.”**

## 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. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households that do not respond will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

## A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than \$400 billion to tribes, states and communities based, in part, on census data.
- Tribal leaders can use census data to gain insight into tribal members living in urban and rural areas and determine the need for tribal development programs.
- Census data guide local decision-makers on where to build new roads, hospitals and job training, child-care and senior citizen centers.

## 2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including tribal housing authorities and other federal agencies and law enforcement entities.

## YOU CAN MAKE A DIFFERENCE.

In the past, it has been challenging to obtain a full count of the American Indian and Alaska Native (AIAN) population. As an influential tribal government leader or liaison, you can encourage participation in the census, help ensure accurate census data that affect your tribe's quality of life, and gain more insight into your nation as a whole.

## THE AIAN POLICY

The Census Bureau proclaimed its American Indian and Alaska Native policy in 2008, reaffirming the government-to-government relationship between federally recognized AIAN tribal governments and the Census Bureau. For more information about the AIAN policy, visit <http://2010.census.gov>.



2010 CENSUS  
IT'S IN OUR HANDS



## Become a 2010 Census Partner

Your partnership sends a strong message to your tribe 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 that will guide funding decisions for your tribe.
- ▲ Bring jobs to members of your tribe living on or off tribal lands.
- ▲ Communicate to tribal members who accept temporary census jobs that they will still qualify for Temporary Assistance for Needy Families (TANF).
- ▲ Ensure a more accurate count and portrait of the AIAN population and give future generations the information they need to track their lineage.
- ▲ Reassure tribal members it is safe to answer the census.

## Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your tribe, including those living in urban and rural areas, to take part in the count. You can:

- ▲ Appoint a liaison to work with the Census Bureau through the Tribal Governments Liaison Program (TGLP).
- ▲ Form or join a Tribal Government Complete Count Committee (CCC), an organized group of other influential tribal leaders and liaisons who are committed to increasing participation in the census.
- ▲ Issue a proclamation or other public endorsement of the 2010 Census.
- ▲ Devote time in powwows and other special events to encourage participation in the census.
- ▲ Include information in newsletters, mailings and online to build awareness of census benefits.
- ▲ Help recruit workers for 2010 Census jobs.
- ▲ Help Census Bureau staff understand and be responsive to various tribal needs.

## 2010 Census Timeline: Key Dates

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
<b>Spring 2009</b>	Census employees go door-to-door to update address lists nationwide.
<b>Fall 2009</b>	Recruitment begins for census takers to support peak workload in 2010.
<b>February - March 2010</b>	Census questionnaires are mailed or delivered to households.
<b>April 1, 2010</b>	Census Day
<b>May - July 2010</b>	Census takers visit households that did not return a questionnaire by mail.
<b>December 2010</b>	By law, Census Bureau delivers population counts to the President for apportionment.
<b>March 2011</b>	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](http://2010census.gov).**

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