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September 25, 2009

## **GENERAL MEMORANDUM 09-119**

### **2010 Census Activities Underway: NCAI to Host Census Webinar for Tribes on October 1**

Activities are well underway for the 2010 Census, with 140,000 temporary Census workers having already completed the work of checking address lists throughout the nation.

Having accurate Census data is of great importance to Indian Country for reasons including allocation of funds for some Federal programs, data necessary for economic development activities, community planning purposes, grant applications, and apportionment of Congressional districts. Census data is generally thought of as the most accurate source of data by government agencies, private industry, foundations, researchers, the news media, and others.

The 2010 Census form consists of only ten questions. It is very basic information, including the person's sex, age, race, whether the person is Hispanic or not and whether the housing unit is owned or rented.

One way in which the 2010 Census differs from the 2000 Census is that there is no longer the "long" form which was sent to one in six households. Instead, there will be an American Community Survey (ACS). The ACS survey will be ongoing (not just once every ten years as with the previous long form), and will be sent to far fewer households than the long form. The advantage to the ACS over the previous system is that the data collected from it will be available in reports every three to five years so tribal planners and others will not have to wait ten years for updated information.

The Census Bureau has asked every tribe to designate a Tribal Liaison for purposes of the 2010 Census, and it is our understanding that most tribes have done so. The Tribal Liaison will receive training from the Census Bureau. The Census Bureau also has tribal specialists in its regional offices.

Noovik, Alaska, will be the first place in the nation to receive the Census forms (in January 2010). Some tribes and rural communities are choosing the option of a process called "update/enumerate" where by a Census worker goes to a home and gets the information on the spot from the household, rather than the household filling out the form and mailing it to the Census Bureau.

NCAI Webinar. The National Congress of American Indians is hosting a webinar on Census activities with regard to Indian Country and tribal populations outside of Indian Country. They have entitled the webinar “Making Indian Country Count in the 2010 Census: Our People, Our nations, Our Future”. The agenda includes a description of the NCAI (and its partners) plans for maximizing Indian/Alaska native participation in the Census, a census toolkit and a roll-out of the new NCAI Census website. We encourage your participation in this webinar. The webinar will be held:

**Date:** Thursday, October 1

**Time:** 2:00-3:30 p.m. Eastern Standard Time; 11 a.m.-12:30 p.m. Pacific Standard Time.

**Link:** To see the presentation go to: <http://tinyurl.com/Censuswebinar>

We refer you to the attached June 2009 publication “Indian Country Counts: the 2010 Census: A Call to Action”. The report was written by Norm DeWeaver for the NCAI Policy Research Center and is an excellent description of the 2010 Census process as it relates to Indian and Alaska Native people.

Please let us know if we may provide additional information regarding the matters in this Memorandum.

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# INDIAN COUNTRY COUNTS

## The 2010 Census: A Call to *Action*

Norm DeWeaver  
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June 2009



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**Tribally-Driven** Research



For more copies of this paper or for more information on the Census and Indian Country, contact the National Congress of American Indians Policy Research Center at 202-466-7767 or email Amber Ebarb, [aearb@ncai.org](mailto:aearb@ncai.org).

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## Introduction

“In Indian Country the 2010 Census is about understanding our prospects for the future. Increased involvement in both planning and implementation of the 2010 Census will result in a more complete and accurate count of tribal residents. It will provide tribal governments with important information for future tribal planning to meet projected community needs, and to support community growth. It will provide equitable allocation of federal and state resources that are based on Census data for economic development, health and human services, and planning services for special populations such as elders, youth, and at-risk community members, to name a few. The 2010 Census is about raising our voices as one for future generations.”

Arlan D. Melendez  
Chairman  
Reno-Sparks Indian Colony

(“2010 Census.” Tribal Nation News, Denver Regional Census Center. July, 2008, 1.)

For tribes, the 2010 Census is all about power. It’s the power that comes only when a statement is backed up by solid numbers from a reliable source.

The US Census of Population and Housing (usually just called the “Census”), conducted every ten years, is widely acknowledged as just such a source. The data that comes out of this headcount of the American people is used by innumerable organizations, from the largest public agencies interested in the size of the national population down to the smallest business trying to understand its local marketing opportunities.

Tribes and tribal advocates are active users of Census data. They need the numbers to develop an overall profile of the American Indian and Alaska Native population and to plan services for Native people at the community level.

The size of the American Indian and Alaska Native population is certain to increase when the results of the 2010 Census are known. The question is by how

much. The answer depends on getting an accurate and complete count of all American Indian<sup>1</sup> and Alaska Native people.

### The Census is about **political power**

Provision for a once-a-decade count of the American people is written into the US Constitution. It’s required in order to calculate the number of seats which each state gets in the House of Representatives -- a process known as apportionment.

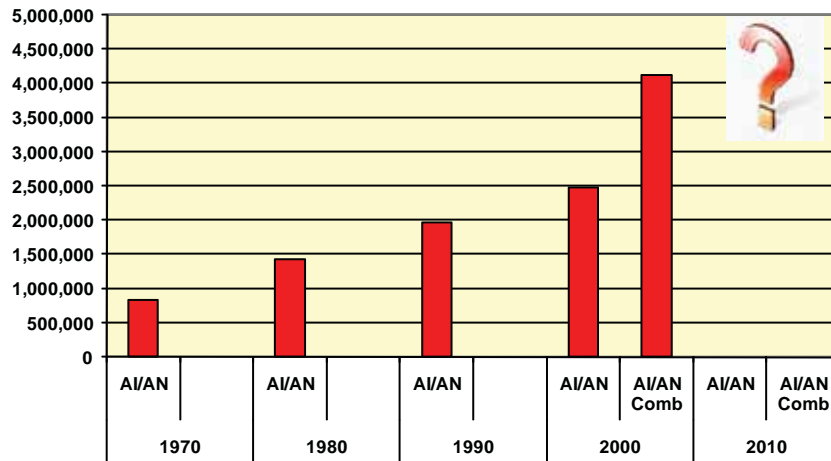
Every ten years some states gain seats in the House and some lose, depending on what the Census numbers say about the relative sizes of their populations. The changing numbers require states to redraw Congressional District boundaries. That can be key to maximizing Indian voting strength.

Arizona gained two seats in the U. S. House of Representatives in the 2000 Census. The state then redrew its Congressional District lines to accommodate the additional seats.

In the process the state created a District in the northeastern and eastern portions of Arizona that included a number of reservations: Navajo, White Mountain Apache, San Carlos Apache, Yavapai-Apache, Yavapai-Prescott and Tonto Apache. The configuration of the District, drawn with Census data on the Indian population in mind, enabled an enrolled member of the San Carlos Apache Tribe to make a strong bid for the seat in the Democratic primary election in 2008.

<sup>1</sup> Starting in 2000, the Census allowed people to identify with more than one race. The “AI/AN Comb” count in the chart includes those who said they were American Indian or Alaska Native “alone” plus those who said they were AI/AN “in combination” with one or more other races.

### American Indian/Alaska Native Population in U.S. 1970 to 2010



The apportionment process deals with seats in the US Congress. The state legislative redistricting process is equally vital to maximizing American Indian and Alaska Native political power.

The tribes in Montana know that well. They have used the process, powered by 2000 Census data, to optimize the number of Indians in the state legislature.

The 1990 legislative redistricting plan contained five Indian-majority House districts and one Indian-majority Senate district.

Based on the 2000 Census data, the Commission was able to maintain the existing number of districts, although the districts were changed in configuration. The 2000 plan contains six Indian majority House districts and three Indian-majority Senate districts, a growth of three majority Native districts aligned with Montana’s Native population. Now Montana Indians are likelier to have at least nine legislators every election cycle.

State legislative districting is important in Alaska, the state with the highest proportion of American Indian and Alaska Native people. When a seat in the state Senate that had long been held by an Alaska Native was in jeopardy, Alaska Native groups were able to insure that they continued to be represented by an Alaska Native leader through a careful drawing of legislative district lines.

### The Census is about **economic power**

Starting or expanding a reservation business or luring new investment to tribal land takes numbers -- numbers on the workforce available for the enterprise and numbers that describe the markets for the products or services the business produces. Many times these numbers are provided by Census data.

Economic development planning routinely uses Census data to provide a picture of the challenges and opportunities for the creation of new business ventures on reservation land. For example, the requirements for the Comprehensive Economic Development Strategies (CEDS) plan required for access to funding from the US Economic Development Administration involves a background description that includes “a discussion of the economy, **population**, geography, workforce development and use, transportation access, resources, environment , and other pertinent information.” (Emphasis added.)

## The Census is about fundraising power

The standard application for many federal programs involves a profile of reservation residents. The ability to describe the characteristics of the American Indian and Alaska Native population can make the difference between winning or losing a grant if need is a scoring factor in a competition for the funds.

Several major Indian programs distribute their funds to tribes and Alaska Native groups using formulas that contain Census data. The biggest is the Indian Housing Block Grant program administered by the US Department of Housing and Urban Development. Population size and the condition of the housing stock figure prominently in that funding formula. The Indian Reservation Roads program in the Bureau of Indian Affairs is another. Census population data is an important factor in the funding formula for this program as well. The two Native American workforce development programs administered by the US Department of Labor under the Workforce Investment Act, the Section 166 Comprehensive Services program and the Supplemental Youth Services program, use only Census numbers in the formulas for the distribution of those funds.

These three sets of federal programs alone provide over \$1 billion to tribes and Alaska Native groups annually. Census numbers equal money for all those grantees.

## The Census is about advocacy power

A tribe or Native organization making its case for a place in the decision-making circles of public agencies and private organizations needs to back up that case with numbers. This is true whether it's a matter of influencing federal appropriations or building ties to a local United Way.

The size and characteristics of the American Indian and Alaska Native population are also commonly used by the press. When a story breaks that involves a reservation or an Alaska Native area, the first place a reporter often goes for background information is a website with Census data.

## The Census is about community development power

Decisions on the location of reservation facilities -- from child care centers to an assisted living complex -- are generally better ones when backed up with solid numbers on how many people live where, who they are, and what their needs may be.

Dividing limited services among the geographically scattered communities on the larger reservations is easier if the planners can draw on data for tribal subdivisions, places, or tribal census tracts. Numbers for all these areas are available from the Census and often not from any other source.

Tribes in southern California have coordinated their emergency preparation strategies with adjacent local and state agencies. Census data is commonly used to map vulnerable locations, plot routes in for emergency vehicles, and evacuation routes out for tribal members affected by wildfires or flooding.

The uses of Census data are everywhere. Getting the numbers right -- insuring a complete and accurate count in the 2010 Census and other Census Bureau surveys -- is essential to tribes and Alaska Native organizations. The data is equally vital to American Indian and Alaska Native service agencies helping







tribal members in off-reservation communities. But the numbers won't be right if tribes and Native leaders and community members don't get involved in promoting the 2010 Census.

Getting involved is easier because of the Census Bureau's recognition of the sovereign status of tribal governments and a commitment to deal with tribes on a government-to-government basis. That recognition is embedded in a Bureau policy statement adopted several years ago. The policy statement says, in part:

"The Census Bureau recognizes the unique government-to-government relationship between the United States and federally recognized American Indian and Alaska Native tribal governments . . .

"The Census Bureau acknowledges the trust relationship between the federal government and American Indian and Alaska Native tribes . . . The Census Bureau's procedures for outreach, notice, and consultation will ensure involvement of American Indian and Alaska Native tribal governments, to the extent practicable and permitted by law, before making decisions or implementing policies, rules, or programs that affect federally recognized tribal governments."

This paper is all about tribal involvement in the 2010 Census -- when, where, how, and why to get involved. The sections that follow cover:

-  Basic aspects of the Census, including who is counted as an American Indian or Alaska Native person
-  Census geography, and the fact that where a person is counted is as important as being counted
-  The American Community Survey, or ACS, and how it's a crucial part of Census data
-  Census operations, including how the enumeration process works at the reservation level
-  Ways in which tribes can get involved to insure an accurate and complete count of all their members
-  Where to go for help with questions about the Census or Census Bureau procedures

***Power is being counted in the Census!***

## The 2010 Census Form

Counting every man, woman, and child in the United States is a big job. That's the task of the US Census Bureau in implementing the 2010 Census.

Even though this is a major undertaking for the Census Bureau, it's a simple one for the person filling out the Census form. It's a matter of ten questions in ten minutes.

The person who fills out the form for his or her household only has to answer ten questions. There is some identifying information and then questions on the person's sex, age, race, whether the person is Hispanic or not and whether the housing unit is owned or rented. That's it.

There are just seven questions for every other person who lives in the household. These also include the person's sex, age, race and whether the person is Hispanic or not.

The Census Bureau estimates that it will take the average household only about ten minutes to complete the form.

Who gets counted as an American Indian or Alaska Native person in the Census? The answer is determined entirely by his or her response to the question on the Census form about the person's race.

To the Census Bureau, a person is whatever race or races he or she says they are. It's all a matter of self-identification.

The race question is number 9 on the Census form for the first person in the household. For the other persons, it's question 7.

If the box labeled "American Indian or Alaska Native" is checked, that's how the person is recorded. If the first person listed on the form (called "Person 1") is shown as American Indian or Alaska Native, then the household is recorded as an American Indian or Alaska Native household in the tabulations for characteristics like housing conditions.

No proof of American Indian or Alaska Native status is required. No one checks for a tribal enrollment card or "CDIB," Certificate of Degree of Indian Blood. If the person says he or she is Indian, they're Indian for Census Bureau purposes (and only for Census Bureau purposes).

This makes the data from the Census Bureau on American Indian and Alaska Native people different from the data compiled from other sources -- like tribal enrollment offices. Legally, a person is a member of a tribe only if the person is officially enrolled in that tribe. The basic law governing federal Indian policy defines an Indian as a person who is a member of a tribe recognized by the federal government. That's a very different standard than the one used by the Census Bureau.

Every answer to every question is strictly confidential. A person's identity on the Census form is not disclosed to anyone. Not to the police. Not to the housing authority. Not to any government agency or private organization. No one.

Each Census Bureau staffer has to take an oath that he or she will keep the answers confidential. Breaking that oath can mean a \$250,000 fine or five years in prison or both.

The Census Bureau is very sensitive to the fact that it needs the trust of all Americans in order to fulfill its mission of taking an accurate count of the population. It builds that trust by keeping every person's answers strictly confidential.

There is one other important aspect of the way the Census Bureau counts American Indian and Alaska Native people. Since the year 2000, the Census Bureau allows a person to say that he or she belongs to more than one racial group -- in other words, to say that they are of multiple races.

There are fifteen boxes with choices for the answer to the race question on the Census form. A person can check as many boxes as he or she thinks is appropriate. These check boxes cover six broad categories: White, Black or African-American, American Indian or Alaska Native, Asian, Native Hawaiian or Pacific Islander, and "Some Other Race."

Those who check only the American Indian or Alaska Native box on the form are counted in the Census Bureau's tabulations as "American Indian or Alaska Native Alone." Those who check the American Indian or Alaska Native box and one or more other boxes are included in the counts as "American Indian or Alaska Native Alone or in Combination with One or More Other Races."

The exact wording of the Census race question is shown below.

9. What is Person 1's race? Mark  one or more boxes.

White

Black, African Am., or Negro

American Indian or Alaska Native — Print name of enrolled or principal tribe. ↴

\_\_\_\_\_

<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Chinese	<input type="checkbox"/> Korean	<input type="checkbox"/> Guamanian or Chamorro
<input type="checkbox"/> Filipino	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Samoan
<input type="checkbox"/> Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴		<input type="checkbox"/> Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↴

\_\_\_\_\_

Some other race — Print race. ↴

\_\_\_\_\_

In the Census tabulations, those who check only the American Indian or Alaska Native box are always counted as American Indian or Alaska Native. However, in some uses of the data, those who check American Indian or Alaska Native and another race are lumped together with others who report multiple race in a category called simply "Two or More Races."

In addition to asking about a person's race, the Census form encourages anyone who checks the box for American Indian or Alaska Native to print the name of his or her "Enrolled or Principal Tribe." A blank line is provided for a write in answer.

A person can insure that he or she is counted as belonging to the appropriate tribe by writing in the official name of the tribal government in which he or she is enrolled. Even though the tribe's own enrollment figures are the only true and accurate count of tribal members, other agencies sometimes use the Census data on tribal affiliation. This data will correspond more closely to the tribal enrollment figures if every tribal member uses the write-in blank to list the proper name of the tribal government in which he or she is enrolled.

## Census Geography





Where a person is counted is as important in the Census as the fact that he or she is counted at all. Every person is tabulated according to the physical location where they live.

The 2010 Census form asks that each person in a household be counted at that location if they “live or sleep here most of the time.” Persons who may be part of the family, but live away from home, such as in a college dormitory or on a military base, are to be counted where they actually reside. The Census Bureau has special procedures to enumerate those living in what are called “group quarters,” locations that are not regular housing units.

The physical location of each housing unit is given a set of geographic codes which identifies exactly where it is within the United States. The same housing unit will have multiple codes, such codes for the state, county, city or unincorporated place, reservation area or other area where the housing unit is located. These codes enable the Census Bureau to add up all the persons living in any given area, whatever it may be.

Post office boxes don't count as physical locations. If they did, many Indian people on some reservations would be counted as living in the post office. Instead the Census Bureau identifies the actual on-the-ground location of every housing unit.

The Census Bureau is the only federal agency that publishes population data for reservation areas and other types of American Indian or Alaska Native geography based on their precise legal or statistical boundaries. These areas include:

-  Federal reservations, including any off-reservation trust land associated with a reservation or tribe
-  Former federal reservation areas in Oklahoma, called Oklahoma Tribal Statistical Areas (OTSA's)
-  Alaska Native villages participating in the Census Bureau's Alaska Native Village Statistical Area (ANVSA) program
-  Alaska Native regions as delineated in the Alaska Native Claims Settlement Act

Within federal reservations, tribes can designate tribal subdivisions. These are areas with special legal or other significance to the tribal government, such as areas from which members are elected to the tribal council. They have names that vary from tribe to tribe; many tribes call them districts.

Tribes with total reservation populations of at least 2,400 can also designate multiple tribal census tracts. Ones with populations of 1,200 or more can designate multiple tribal block groups.

“The 2010 Census is important to all Native peoples both on and off reservation. It provides count information not only for tribes and urban centers for planning and funding purposes, but also can be used to help tell our story around housing, health care and other areas where we need more services”

Patti Hibbler  
Executive Director  
Phoenix Indian Center

(“Urban Indian Experience.” Tribal Nation News, Denver Regional Census Center. 2nd Quarter, 2009, 1.)

In addition, federally recognized tribes without a land base have the opportunity to identify a Tribal Designated Statistical Area (TDSA) where their members are concentrated.

The Census Bureau provides population counts for all these geographic areas.

The Census Bureau tabulates data for state recognized tribal areas as well. State reservations are part of the Bureau's geography programs. Those state recognized tribes that do not have reservation areas can identify what is called a State Designated Indian Statistical Area (SDISA) which a tribe considers as its homeland area.

Many enrolled tribal members live outside reservation boundaries, including some in distant cities. It is just as important to insure that these members are counted in the Census as it is to insure that all reservation residents are counted.

The addresses of all enrolled members should be known to the tribe's enrollment office, particularly if the tribe provides per capita payments or other services to all members. Tribal Census outreach efforts should include these off-reservation members in their Census awareness campaigns.

## **The American Community Survey: A New Feature of the Census**

In the past, the once-a-decade Census headcount involved the use of two forms to collect information. One was a “short form,” very much like the one that will be used for the 2010 Census.

The other was a “long form” that included the same questions as those on the short form, but asked dozens of additional questions. The long form asked about the person's relationships to others in the household, educational status, employment status, income, and the housing unit in which the person lives, among other subjects.

The long form questionnaire was distributed to a sample of one in every six households nationally. In rural and reservation areas more households got the long form -- as many as one in every two on most reservations. This larger sample helped to insure that the data which was extrapolated to the total population was really representative of the total population.

In 2000, the data collected on the long form provided the most widely used statistics on the condition of the American Indian and Alaska Native population. And it was the long form data that was used in the formulas calculating the distribution of funds to tribes for the Indian Housing Block Grant program, the Indian Reservation Roads program, and the Native American comprehensive and youth services programs under the Workforce Investment Act.

In 2010, there will be no Census long form. Every household will get the short form with the ten basic questions. The source used to produce all the detailed data on the American Indian and Alaska Native population in the past will no longer exist.

Instead, the Census Bureau has developed a new system for collecting detailed information on the American population. It's called the American Community Survey, or ACS for short. Although the information collected in the ACS is basically the same as that gathered in the past using the long form, the ACS is very different from the decennial Census in a number of ways.

For starters, it's an ongoing survey. ACS questionnaires are mailed to a sample of households across the country every month -- not just once in ten years as was the case with the long form.

In 2010, a few households will get both the 2010 Census short form questionnaire and a questionnaire from the ACS. It is very important to complete and return both questionnaires, even though the one for the ACS will ask some of the same identifying questions that are on the 2010 Census form.

The responses to the ACS are added up over the course of a year, with the results then extrapolated to represent the total population for areas with a population of 65,000 or more. For areas with populations of 20,000 or more, the responses are aggregated over the most recent three years and published annually. The ACS responses for all places, including those that have populations of less than 20,000, are aggregated over the most recent five year period and published annually.

The first "five-year" estimates from the ACS are due to appear late in 2010, covering the 2005 to 2009 time frame. It won't be until then that results for most reservation areas appear, since most reservations have total populations of less than 20,000.

The most highly touted advantage of the ACS is its timeliness. Data for the most recent year, three years, or five years will be available every year. Data from the decennial long form was available only once a decade. Thanks to the ACS, local, state, and federal agencies that use the detailed data won't have to wait ten years for the information.

The flip side of the ACS is that it is a much smaller sample of the population. In 2000, the long form was distributed to 18 million households. Currently the ACS produces data for only 2 million households.

This substantial difference in sample size means that there are significantly greater chances that the published ACS results will not be truly representative of the total population, particularly for small population groups and small geographic areas. The American Indian and Alaska Native population is one of these smaller groups, and most reservation areas are relatively small.

Another significant difference between the decennial Census and the ACS is that there is relatively little outreach and promotion for the ACS. There is no big advertising campaign, none of the pins, posters, and T-shirts used to encourage everyone to participate. That makes the ACS much less visible to the American Indian and Alaska Native population, including reservation and Alaska Native village residents.

At the same time, it's the ACS to which tribal planners, federal agencies, and other data users will now have to turn for detailed information on the social and economic status of the Native population and the housing in which it lives.








This makes it essential that every tribe and American Indian and Alaska Native organization promoting the 2010 Census also work to promote responses to the relatively few ACS questionnaires that find their way into Native communities.

The Census Bureau is issuing several publications on the ACS and the American Indian and Alaska Native population. These include a short brochure entitled “ACS and the AIAN Population” available through the main American Indian and Alaska Native page on the Bureau’s website. The address is: <http://factfinder.census.gov/home/aian/index.html>.

The Census Bureau is also publishing a special handbook for users of ACS data on the American Indian and Alaska Native population. The handbook is available on the Census website at: [www.census.gov/acs/www/UseData/Compass/handbook\\_def.html](http://www.census.gov/acs/www/UseData/Compass/handbook_def.html).

## Taking the Count

From the perspective of the Census Bureau, the 2010 Census is a big deal. Among other things it involves:

-  Accounting for an estimated 310 million people living in the US and Puerto Rico
-  Maintaining an accurate address list of 145 million housing units
-  Using handheld GPS (Global Positioning System) devices to plot and verify the physical locations of these housing units
-  Opening 494 Local Census Offices to handle field operations
-  Hiring an estimated 1.4 million temporary employees
-  Distributing questionnaires in six languages, backed up with language guides explaining the Census in 59 languages
-  Spending more than \$15 billion over the course of the ten-plus years involved in planning and conducting the 2010 Census.

Taking the Census in most of the US will be done by mailing a questionnaire directly to each household. Someone in the household is asked to answer the questions and mail the form back to the Census Bureau. An addressed envelope that does not require any postage will be provided for this purpose. In Census jargon this procedure is called “mailout/mailback.”

Before Census Day -- April 1, 2010 -- each household will receive an advance notice that the Census form is on its way. After Census Day the householder will get a thank you postcard if the Bureau has received the completed questionnaire. If not, the household will receive a reminder notice and a replacement questionnaire.

That’s the simple part.

The hard part is getting the information from those households that don't return the form. That's called "non-response follow-up." This process involves sending Census enumerators to the door of those households that don't respond and having the questionnaire completed that way. It is not only the most difficult part of the Census; it's also the most expensive.

The mailout/mailback procedure is used in communities that have regular street addresses. For areas that get their mail primarily from Post Office boxes or are otherwise in remote locations, the Census Bureau uses other procedures.

One is called "update/leave." A Census worker goes to the door, updates the physical location of the housing unit in the Bureau's address file and drops off a questionnaire. Someone in the household is asked to complete the form and mail it back.




In still other rural areas, including some Indian reservations, the Census Bureau uses a process called "update/enumerate." The Census worker goes to the door, updates the location and gets the information from the householder on the spot.

The most remote areas the Census Bureau has to enumerate are Alaska Native villages off the state's limited road network. The process is dubbed "remote Alaska." Census workers visit the village by flying in or by snow machine. The visits start in late January of 2010, before the spring thaw and the start of hunting and fishing season. The enumerator takes the questionnaire directly to each householder and collects the information. The villages that get this treatment are those on the Arctic Slope in the far north, the Seward peninsula in the northwest, in southwest Alaska and on the Aleutian Islands.

A tribe can find out which of these procedures is being used to take the count in its area by checking with the tribe's official liaison person to the Census Bureau. (The Tribal Liaison Program is discussed further below.) The tribe can also contact the Regional Census Center for more information. A list of these Centers is included as Appendix B to this paper.

Although most Americans live in houses or apartments, a significant number don't. For these places -- like college dormitories, hospitals, military barracks and prisons -- the Census Bureau has other ways of counting people. This includes a special operation to gather information on the homeless population, usually by counting people at places where they receive services.

The Census Bureau also provides several ways to get help for people who are confused by the form or perhaps never got one. The help facilities include:

-  Telephone assistance centers. These will provide help over the phone from toll-free numbers.
-  Questionnaire assistance centers. These will be available in commonly frequented places in a community where people can get help on a walk in basis. Tribes are being asked to furnish space for these centers in reservation communities.
-  A "Be Counted" campaign. This will make special questionnaires available in public places. People that think they may have been missed can complete one of these forms and mail it in. The Census Bureau will check to insure that the person hasn't already been counted in some other way.

All these operations take time, but the less time, the better. The idea is to have the 2010 count reflect where people were actually living on Census Day.

Field operations for the 2010 Census have already begun. They started with work to refine the Bureau's "Master Address File" containing information on the physical location of about 145 million housing units across the country. The Bureau worked with many tribal governments as well as local non-Indian governments to improve this file through the "Local Update of Census Addresses" or LUCA process. This program has been largely completed, except for the feedback phase.

In April of 2009 roughly 140,000 temporary Census workers began to fan out in cities and rural areas to verify the addresses on the master list. Some Local Census Offices opened to help support this operation.

The first actual enumeration begins in late January of 2010 in the more remote Alaska Native villages.

Questionnaires are mailed to households with standard style addresses in mid-March. April 1st, 2010 is Census Day. The non-response follow-up operation is conducted from May to mid-July to try to insure that every household is counted. Most field operations wrap up by September, and the Local Census Offices are closed.

Highlights of the timeline for the 2010 Census are shown in the table below.

### Key Dates for 2010 Census Operations

Scheduled Starting Date	Scheduled Ending Date	Operation
April 6, 2009	July 19, 2009	Address canvassing, some Local Census Offices open
October 1, 2009	October 31, 2009	Remaining Local Census Offices open
October 1, 2009	April 30, 2010	Recruitment of enumerators
January 1, 2010	June 30, 2010	Paid advertising campaign
January 22, 2010	May 5, 2010	Enumeration in Alaska Native villages
February 1, 2010	February 28, 2010	Questionnaire Assistance Centers open
February 25, 2010	July 30, 2010	Telephone questionnaire assistance available
March 15, 2010	March 17, 2010	Mail questionnaires delivered
March 19, 2010	April 19, 2010	Be Counted campaign
April 1, 2010	April 1, 2010	Census Day
May 1, 2010	July 10, 2010	Non-Response Follow Up (NRFU)
August 1, 2010	December 31, 2010	Quality control survey
September 1, 2010	December 31, 2010	Local offices close
December 31, 2010	December 31, 2010	Apportionment counts delivered to the President
April 1, 2011	April 1, 2011	Redistricting file (PL 94-171) released

## Data Products: Getting the Results

The whole point of the Census is to produce data on the American population that can be used for a wide variety of purposes by a broad array of users. The Census is the most comprehensive picture of the entire US population available, and lots of people are interested in the results. This includes the media and private sector businesses as well as many public agencies, including tribal government offices.

The Census Bureau releases the counts in a number of what it calls “data products.” These are some of the most important, along with the projected dates for their release.

### Main Data Products and Release Dates

Projected Release Date	Product
April 1, 2011	Redistricting file (PL 94-171) containing counts for the total population and the population by race and Hispanic origin
June-August, 2011	Summary File (SF) 1 containing most of the information from the 2010 short form questionnaire, including detailed counts by race
December, 2011	Data from the American Community Survey (ACS), including five-year estimates covering the 2006-2010 period for American Indian and Alaska Native areas
2013	Congressional District and State Legislative District files with data for the districts as reconfigured after the 2010

In addition to these basic products, all of which have tables on the American Indian and Alaska Native population for various geographic areas, the Census Bureau is expected to release several others. Among them is likely to be a special Summary File (SF) devoted to data for all the reservation and other American Indian and Alaska Native areas.

The main way the Census Bureau makes its products available is on the Web. More specifically, the data can be found on the “American FactFinder” page on the Bureau’s website ([www.census.gov](http://www.census.gov)). The navigation bar on the left side of the home page has the link to the American FactFinder page.

The data is organized by “data sets.” There will be one for the 2010 decennial Census, as well as one for the most recent data from the American Community Survey. Clicking on the “get data” link provides the pathway to the numbers.

The simplest products are the “Quick Tables,” including the “Data Profiles.” They contain a basic set of numbers on various characteristics of the total population in the area -- reservation, state, county, or whatever the area may be for which the data is requested.

However, those interested specifically in data for the American Indian and Alaska Native population need to be cautious in using these Quick Tables and Data Profiles. The numbers are for the total population in the area, not just the American Indian and Alaska Native population. That's true for reservation as well as other special American Indian and Alaska Native areas. In many reservation areas there's a big difference in the characteristics of the American Indian and Alaska Native population and those of the sometimes substantial non-Native population living within reservation boundaries.

The "Detailed Tables" do contain data specifically for the American Indian and Alaska Native population. The data is accessible by picking specific tables from a long list. The tables in the list with information on just the American Indian and Alaska Native population are shown as having data on the "AIAN Alone" population or the "AIAN Alone or in Combination with One or More Other Races" population.

Summary files with all the data in a particular data set are also available, although these are intended for more advanced data users.

In addition to the data on the Web, the Bureau also intends to provide data on DVDs and in printed reports. However, the number of such products will be limited. The Web is the main way the Bureau gets the data to users.

Help in accessing the data is available from staff in the various Census Bureau regional offices. In addition, the Census Bureau has designated a number of American Indian and Alaska Native organizations as "Census Information Centers." These are dedicated specifically to distributing Census data to tribes and other Native organizations. A list of these "CICs" is found in Appendix A at the end of this paper.

## Tribal Involvement Necessary for the Success of the 2010 Census

"Indian Nations have a major role and a tremendous opportunity to ensure that all Native Americans are counted in the 2010 Census. Obtaining a full count of all Native Americans is paramount to securing maximum federal funding to support tribal and state programs that help our children, elders, and community members. Additionally, the data obtained through the 2010 Census will provide us with knowledge about the demographic and economic make-up of our communities, allowing us to better plan for and justify the needs in tribal communities. Fully documenting our population and demographics is another powerful way to underscore the important contribution that Indian Nations and Native Americans make to our country as a whole."

Alvin Warren  
Cabinet Secretary  
Indian Affairs Department, New Mexico

("Alvin Warren." Tribal Nation News, Denver Regional Census Center. October, 2008, 3.)

The Census Bureau's message to Indian Country is clear and unambiguous: We need you on board!

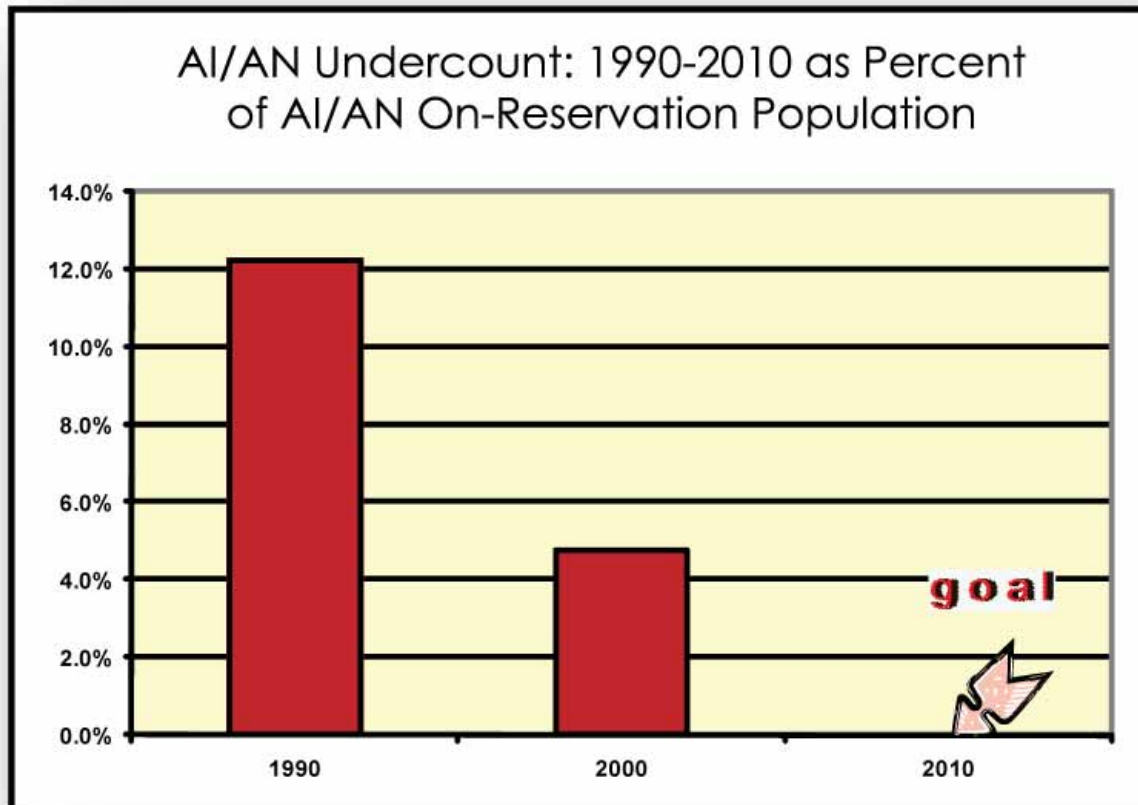
The Bureau has pledged to take an accurate count of all Americans in 2010. That includes all American Indian and Alaska Native people, regardless of where they live.

The Bureau is aware of the fact, revealed in its own research, that past Censuses haven't counted every American Indian

and Alaska Native person. In 2000, the Census estimated that the count missed nearly 5% of the on-reservation population. While that was an improvement from the more than 12% missed in 1990, the 5% level was still too much.

At the individual reservation level, the problem can be especially severe. Researchers found evidence of a 24% undercount in 1980 at the Pueblo of Santo Domingo in New Mexico. At the Colville reservation in Washington state, between 13% and 23% of persons were thought to have been missed that year.

**The goal for 2010 is no one missed!**



The Census Bureau has a list of counties in the US where “hard to count” populations are concentrated. Eighteen of the 50 counties at the top of this list are counties that include reservation land or Alaska Native villages.








A major reason for the improvement in the count in the decade from 1990 to 2000 was an increased outreach effort, supported by the Bureau and carried out by tribes and Native organizations both on and off-reservation. Thanks in part to the injection of additional funding from the 2009 economic stimulus bill, the outreach and promotion effort for 2010 will be even larger than it was ten years ago.

But that effort won't work unless tribal leaders and community members play an active role. These are some of the ways tribes and Native organizations can help.

## Tribal Liaison Program

The Tribal Liaison Program is the main Census outreach program to tribes. The Census Bureau calls it one of its “core strategies” to achieve an accurate count of the population in 2010.

Census has invited every tribal government to designate a Tribal Liaison. That person serves as the official contact point for the Bureau at the tribal level. The agency lists the duties of the Tribal Liaison as:

-  Supporting outreach and promotional activities at special events and pow wows
-  Encouraging tribal members to use the tribe’s official name when responding to the “enrolled or principal tribe” write-in space that is part of the race question
-  Establishing a Tribal Complete Count committee (More on this below)
-  Identifying appropriate media outlets to spread the word about the 2010 Census
-  Distributing 2010 Census promotional materials
-  Informing tribal members about Census jobs on tribal lands and helping to recruit for those jobs
-  Helping Census Bureau staff understand and be responsive to tribal culture, language, and other local factors

The Tribal Liaison receives special training on the 2010 Census, what the Census operations are, when they take place, and how to support them in the tribal community. The Liaison also has a direct line to the Bureau through the agency’s Partnership Specialists. A detailed handbook is being developed to guide the Liaison’s work, but individual ingenuity is also required to fit Census promotion efforts to the local situation on the reservation.

Tribal leaders can look to the designated Tribal Liaison when they need information on what Census workers are doing on the reservation and how the count is proceeding. It’s particularly important that the leaders have complete confidence in the Liaison and provide that person with their full support.





“The 2010 Census: It’s about understanding, it’s about trust, it is about Community.”

Ron His Horse is Thunder  
Chairman  
Standing Rock Sioux Tribe

(“Ron His Horse is Thunder.” Tribal Nation News, Denver Regional Census Center. October, 2008, 1. )

## American Indian and Alaska Native Geographic Programs

Geography comes first in many Census activities. Some of these programs have already started at the reservation and Alaska Native village level, while others are still to come.

-  LUCA or Local Update of Census Addresses. This was the first geographic program to roll out. Tribes were asked to appoint a contact person and agree to participate. The program enables tribes to work with Bureau staff to improve the agency's address list and to help insure that all housing units are identified so that questionnaires can be distributed to them. This operation is substantially complete except for the feedback stage.
-  TSAP or the Tribal Statistical Areas Program. This activity enables tribes to identify boundaries for areas for which the Bureau will tabulate data. The areas involved cover not only entire reservations and off-reservation trust lands, but also several kinds of areas within reservation boundaries. These include tribal subdivisions, Census Designated Places within the reservation, and, for the larger reservations, tribal census tracts and tribal block groups. The program also involves former reservation areas in Oklahoma and the Alaska Native villages. This program will move into its verification stage in the fall of 2009.
-  BAS or the Boundary and Annexation Survey. Tribes can participate in this annual program, along with cities, counties and towns. The BAS is an annual survey to collect information on any changes to governmental boundaries or place names. The boundary information is used not only in the tabulation of decennial Census data, but also for the American Community Survey and other Bureau surveys. The key BAS for the 2010 count will be conducted in January of 2010.
-  BVP or the Boundary Validation Program. This program gives the highest elected tribal official a final opportunity to review the boundaries of the reservation before the data from the 2010 Census is tabulated. It is conducted in the summer of 2010.

## Recruiting Census Workers

One of the most important things a tribe can do to insure an accurate count of its people is to help the Bureau recruit Census Local Office workers and enumerators. In the spring of 2009, the Bureau hired about 140,000 workers for its pre-Census address canvassing. In the fall of 2009, the Bureau will start to hire 1.4 million workers for the actual count. Tribal workforce development programs, TEROs (Tribal Employment Rights Offices) and human resources offices can be key in helping connect reservation residents with these Census jobs.

"We need to let people know that the 2010 Census is something good, something that is going to help us in years to come. My motto is unity, understanding and peace. It will be a long, hard drive, but it can be accomplished."

Teresa Two Bulls  
President  
Ogalala Sioux Tribe

Reservation residents are much more likely than outsiders to know the “lay of the land,” where housing units are to be found that don’t have a street name or number address. They also know how to approach householders in a friendly and respectful manner. On reservations where a significant number of people would prefer to communicate in the tribal language, bi-lingual tribal members are particularly valuable as Census workers.

Getting a temporary job with the Census Bureau is a matter of filling out a short application and taking a simple test. The hours are often flexible, since some of the follow-up work involves reaching people when they are at home in the evening and on weekends. Census workers performing field operations receive mileage compensation as well as a wage.

Additional information on Census jobs can be obtained from tribal offices helping in the recruiting effort, by calling 1-866-865-2010 (toll free), or by visiting the Census jobs website at <http://2010.census.gov/2010censusjobs/index.php>.

### Questionnaire Assistance Centers

These are places in the community where people who want more information about the Census can get help on a walk-in basis. They are also used to provide “Be Counted” questionnaires to people who did not receive the regular form or perhaps lost it. The Centers may be staffed by paid Census workers or by volunteers.




Tribes can help with this operation, too. The Bureau needs space to house these Centers. Providing room in tribal offices, service centers, or other community buildings can be crucial to having this important facility where reservation residents will have easy access to it.




### Complete Count Committees

Tribal Complete Count Committees are probably the most important link in the Census process, along with the Tribal Liaison. The Tribal Complete Count Committee is composed of a cross-section of tribal leaders, tribal staff, and community volunteers from all walks of life. Its job is to mobilize the community to insure that everyone is aware of the Census and motivated to participate.

Every sector of the community needs to be involved, not just tribal government staff. This includes leaders in education, health care, the churches, social clubs, the business sector -- all aspects of community life.

Typical types of activities that are organized, sponsored or supported by Tribal Complete Count Committees include:

-  Promoting the Census at all community meetings and tribal events
-  Plugging the Census at pow wows and other cultural gatherings
-  Sponsoring community events, like family days and fun runs

-  Insuring that the Census is visible in signs and posters around the community. In the past the Census Bureau has provided award-winning artwork to help visitors to tribal offices and other places be more aware of the Census
-  Helping recruit for Census jobs
-  Making Census-themed souvenir items widely available, those provided by the Census Bureau and ones that are locally generated

The Tribal Complete Count Committees are essential to getting everyone involved with the Census, not just Census workers. The Census Bureau provides a detailed handbook for the use of these Committees, with many suggestions for how they can be organized, what they can do, and how vital they are to an accurate count. The handbook can be found at: [http://2010.census.gov/2010census/pdf/2010\\_CCC\\_Guide\\_Final.pdf](http://2010.census.gov/2010census/pdf/2010_CCC_Guide_Final.pdf).

## The Media

Tribal newsletters, newspapers, and radio stations have a very important role to play. The tribal press generally reaches many more reservation residents than the “mainstream” news media. Local stories about the Census get attention. Radio programs in the Native language reach those who may pay little attention to English language broadcasts and newspapers.



A Native American-owned public relations firm has been engaged to help the Census Bureau with the paid advertising campaign.



## Help and Where to Find It

Keeping tabs on the 2010 Census and supporting its outreach efforts can seem like a daunting and sometimes confusing task. There is a lot to know. Like many public agencies, the Census Bureau has its own “alphabet soup” and often speaks its own language, even when trying to communicate with the public.

But help is available and close at hand.

A number of national and regional Indian and Alaska Native organizations have signed on as partners for the 2010 Census.

-  NCAI is a proud partner. Find out more on the NCAI website: [www.ncai.org](http://www.ncai.org). Click on the link at the top of the home page that says “Policy Research Center” and then on the link on the left of the Policy Research Center’s page that says “Census Information Center.”
-  American Indian and Alaska Native Census Information Centers are also partners. These “CICs” are dedicated to distributing information on Census activities and Census products. See the list in Appendix A at the end of this paper.

-  Census Partnership Specialists in the Regional Census Centers are another excellent resource. These are Bureau staff whose sole job is to promote the Census through their work with tribes, other government agencies, and community-based organizations, such as urban Indian centers. See the list of Regional Census Centers in Appendix B at the end of this paper.
-  The Census Bureau website -- [www.census.gov](http://www.census.gov) -- is available to everyone through the Internet on a 24/7 basis. Click on the link to the 2010 Census. The tab labeled “FAQs” (Frequently Asked Questions) has answers to hundreds of common questions about Census forms and procedures.

With all that help available, a person may quickly learn more than they ever expected to know about the 2010 Census.

## Appendix A

### American Indian and Alaska Native Census Information Centers

#### California Indian Manpower Consortium

Ms. Lorenda T. Sanchez, Director  
738 North Market Blvd.  
Sacramento, CA 95834-1206  
916-920-0285 (800-640-CIMC)  
916-641-6338 (fax)  
Mr. Hainanu Saulque, CIC Contact  
Website: [www.cimcinc.org](http://www.cimcinc.org)

#### First Alaskans Institute

Ms. Janie Leask, President/CEO  
606 E Street, Suite 200  
Anchorage, AK 99501  
907-677-1700  
907-677-1780 (fax)  
Mr. Gary Hanson, CIC Contact  
907-677-1703  
Website: [www.firstalaskans.org](http://www.firstalaskans.org)

#### National Congress of American Indians

Ms. Jaqueline Johnson Pata, Executive Director  
1516 P St., NW  
Washington, DC 20005  
202-466-7767  
202-466-7797 (fax)  
Ms. Amber Ebarb, CIC Contact  
Website: [www.ncai.org](http://www.ncai.org)

#### The Navajo Nation

##### Division of Economic Development

The Navajo Nation  
P.O. Box 663  
Window Rock, AZ 86515  
928-871-7394  
928-871-7381 (fax)  
Mr. Trib Choudhary, CIC Contact  
Website: [www.navajobusiness.com](http://www.navajobusiness.com)

#### New Mexico Indian Affairs Department

Alvin Warren, Cabinet Secretary  
Department of Indian Affairs  
State of New Mexico  
1220 South Saint Francis Drive  
Wendell Chino Building, 2nd Floor  
Santa Fe, NM 87505  
505-476-1600  
505-476-1601 (fax)  
Ms. Christina Stick, CIC Contact  
505-476-1609  
Website: [www.iad.state.nm.us](http://www.iad.state.nm.us)

#### Sitting Bull College

##### Library Services

##### Sitting Bull College

1341 92nd Street  
Ft. Yates, ND 58538  
701-854-8024  
701-854-3403 (fax)  
Mr. Mark Holman, CIC Contact  
Website: [www.sittingbull.edu](http://www.sittingbull.edu)

## **Appendix B**

### **Regional Census Centers**

#### **Atlanta**

##### **U.S. Census Bureau**

Regional Census Center  
285 Peachtree Center Ave., NE  
Marquis II Tower, Suite 1100  
Atlanta, GA 30303-1230  
Phone: 404-335-1555  
Fax: 404-688-9584

The Atlanta Regional Census Center covers the states of Alabama, Florida and Georgia.

#### **Boston**

##### **U.S. Census Bureau**

Regional Census Center  
One Beacon Street, 7th Floor  
Boston, MA 02108  
Phone: 617-223-3700  
Fax: 617-223-3675

The Boston Regional Census Center covers the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, in addition to the portion of New York state north of the greater New York City metro area.

#### **Charlotte**

##### **U.S. Census Bureau**

Regional Census Center  
Whitehall Corporate Center IV  
3701 Arco Corporate Drive  
Suite 250  
Charlotte, NC 28273  
Phone: 704-936-5330  
Fax: 704-936-5340

The Charlotte Regional Census Center covers the states of North Carolina, South Carolina, Tennessee and Virginia, in addition to all of Kentucky except for its northern portion.

#### **Chicago**

##### **U.S. Census Bureau**

Regional Census Center  
Citigroup Center  
500 West Madison, Room 1600  
Chicago, IL 60661  
Phone: 312-488-1500

The Chicago Regional Census Center covers the states of Illinois and Wisconsin, in addition to most of Indiana.

#### **Dallas**

##### **U.S. Census Bureau**

Regional Census Center  
Stemmons Place  
2777 N Stemmons Fwy  
Suite 200  
Dallas, TX 75207-2277  
Phone: 214-267-6900  
Fax: 972-755-3700

The Dallas Regional Census Center covers the states of Louisiana, Mississippi and Texas.

#### **Denver**

##### **U.S. Census Bureau**

Regional Census Center  
6950 W. Jefferson Avenue  
Suite 250  
Denver, CO 80235-2377  
Phone: 720-475-3640  
Fax: 720-962-0676

The Denver Regional Census Center covers the states of Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah and Wyoming.

**Detroit****U.S. Census Bureau**

Regional Census Center  
Stroh River Place  
300 River Place, Suite 2950  
Detroit, MI 48207-4184  
Phone: 313-567-2108  
Fax: 313-567-2108

The Detroit Regional Census Center covers the states of Michigan, Ohio and West Virginia, in addition to several counties in Kentucky and Indiana.

**Kansas City****U.S. Census Bureau**

Regional Census Center  
2001 NE 46th Street  
Kansas City, MO 64116-2051  
Phone: 816-994-2000  
Fax: 816-994-2098

The Kansas City Regional Census Center covers the states of Arkansas, Iowa, Kansas, Minnesota, Missouri and Oklahoma.

**Los Angeles****U.S. Census Bureau**

Regional Census Center  
9301 Corbin Ave., Suite 1000  
Northridge, CA 91324-2406  
Phone: 818-971-8810  
Fax: 818-717-6777

The Los Angeles Regional Census Center covers the state of Hawaii and the southern half of California.

**New York****U.S. Census Bureau**

Regional Census Center  
330 West 34th Street  
13th Floor  
New York, NY 10001-2406  
Phone: 646-233-2000  
Fax: 212-971-8994

The New York Regional Census Center covers the portion of New York state in the greater New York City area and northern New Jersey.

**Philadelphia****U.S. Census Bureau**

Regional Census Center  
1234 Market Street  
Suite 340  
Philadelphia, PA 19107-3707  
Phone: 215-717-1020  
Fax: 215-253-8001

The Philadelphia Regional Census Center covers the states of Delaware, Maryland and Pennsylvania, in addition to central and southern New Jersey and Washington, DC.

**Seattle****U.S. Census Bureau**

Regional Census Center  
North Creek Business Park  
19820 North Creek Parkway  
Bothell, WA 98011-8227  
Phone: 425-908-3000  
Fax: 425-908-3071

The Seattle Regional Census Center covers the states of Alaska, Idaho, Oregon and Washington, in addition to the northern half of California.