

OUR PEOPLE.
OUR NATIONS.
OUR FUTURE.

2020 CENSUS TOOLKIT
Updated June 2020



National
Congress of
American
Indians

Dear Census Allies,

Thank you for your partnership with the National Congress of American Indians (NCAI) to ensure a complete count for Indian Country in the 2020 Census!

We hope you find the enclosed toolkit useful in your work to ensure that every American Indian and Alaska Native is counted in the 2020 Census. As you may know, the U.S. Census Bureau began its count in Alaska in January, and everyone's household in the lower 48 states began to receive information in March 2020 on how they can complete the census form. Your efforts to help create awareness and educate your community are critical right now to make sure Indian Country is ready for the 2020 Census. We know that you may be contending with disruptions in your census outreach efforts, but now is the time to ensure that we are still actively sharing the different methods that people can use to participate in Census 2020. With your help, we hope to achieve a complete and accurate count of Indian Country! As a reminder, here are different ways that your citizens can complete the questionnaire from home:



The census only happens every 10 years, and the results can impact our people, our nations, and our future.

Our People.

In the 2020 Census, individuals and households have the opportunity to self-identify as American Indian or Alaska Native. They are now also able to write in up to six tribal affiliations on the form. Filling out these questions on the census form will help ensure that the 2020 Census is accurate and reflects the true diversity in Indian Country. Your work to educate your community about how to fill out the form and self-identify as American Indian or Alaska Native is vital to make sure that our people are visible and heard.

Our Nations.

The 2020 Census data will be used to determine the allocation of congressional seats, redistricting for voting, and may impact the distribution of almost \$1 billion in annual federal resources for Indian Country. American Indian and Alaska Native communities are considered a "Hard-to-Count" population, and were undercounted by almost five percent in the 2010 Census. The census count needs to be accurate to ensure our votes matter and when resources are on the line. This is why we need you, more than ever to ensure every child, elder, veteran, and person in your community is counted.

Our Future.

Your efforts to educate your community and to encourage everyone to participate in the census can make sure that we are counted now and for future generations. Our prior generations were counted, and we must be counted now to ensure a bright future for our communities. Census data is used by federal agencies for policy decisions and funding formulas. Accurate data is essential for policymaking and funding for roads, housing, education, healthcare, elder programs, childcare programs, and economic development. The impact of these programs, facilities, and initiatives can make a difference for the next generation and those yet to come. Now is the time to encourage family, friends, and neighbors to spread the word and participate in the 2020 Census.

The 2020 Census is our chance to be visible, to be heard, and for our tribal nations to be recognized. Being counted means standing up for yourself, your family, and your tribal community. Our people, our nations, and our future depend on each one of us to complete the census form. This is our opportunity to make a difference - the time is now. Let us join together and make 2020 the year that Indian Country Counts!

Thank you in advance for all of your efforts towards a complete and accurate count in your community! If you have any questions, please contact the National Congress of American Indians civic engagement team at census@ncai.org.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin J. Allis', written over a white background.

Kevin J. Allis
Chief Executive Officer
National Congress of American Indians

AMERICAN INDIANS AND ALASKA NATIVES IN THE 2020 CENSUS

Why is the Census important?

The census is a powerful information source that significantly influences U.S. policy. It is the foundation of American democracy, determining the allocation of Congressional seats and redistricting of voting geographies. Nearly \$1 billion in annual federal resources are allocated to Indian Country based on census data.

Native households are at risk of being undercounted.

Nationally, the U.S. Census Bureau estimates that American Indians and Alaska Natives living on reservations or in Native villages were undercounted by approximately 4.9 percent in the 2010 census, more than double the undercount rate of the next closest population group.

How to Be Counted as an American Indian or Alaska Native

Make sure to be counted as an American Indian or Alaska Native on the 2020 Census form. Checking the box to indicate that you are American Indian or Alaska Native on the 2020 census form is a matter of self-identification. No proof is required. No one will ask you to show a tribal enrollment card or a Certificate of Degree of Indian Blood (CDIB). Make sure to write in your enrolled or principal tribe(s) if applicable.

Helpful Tips for American Indian and Alaska Native individuals and households

Householder Question

For many reasons, it is important that American Indian and Alaska Native households be counted in the 2020 Census. This depends on the race of “Person 1” or the first person listed on the census form. If that person says he or she is American Indian or Alaska Native, then the household will be counted as one with an American Indian or Alaska Native “householder.”

Option to Check Multiple Race Boxes

In 2000, the U.S. Census Bureau implemented a 1997 U.S. Office of Management and Budget (OMB) policy that allowed anyone filling out a census form (or other federal form) to check off more than one box for the question where they can identify their race. This option to check off multiple races means that an individual can identify as American Indian or Alaska Native and also can identify as a member of another race, such as white, Black or Asian.

If you check the box for American Indian or Alaska Native, and do not check other boxes on the race question, you will be counted in the American Indian Alone category in analyses of census data. If you check the box for American Indian or Alaska Native and check one or more races, you will be counted in the American Indian Alone or in Combination category in analyses of census data.

NCAI is encouraging the U.S. Census Bureau and other federal agencies to use data from both the American Indian Alone and American Indian Alone or in Combination categories, since tribal citizens are included in both those categories. Given the increasing diversity of the American Indian and Alaska Native population, it is no longer accurate to make assumptions about the individuals in these two categories. Every individual has the right to determine how they want to be counted.

WHY THE 2020 CENSUS IS IMPORTANT TO INDIAN COUNTRY

Why should you be counted in the 2020 Census?

Visibility: It is time for American Indians and Alaska Natives to be fully counted in the 2020 Census. An accurate count of American Indians and Alaska Natives is necessary for the upcoming state redistricting processes, which will impact the vote for state and federal representatives. The Native Vote has increasingly become a “swing vote” in several states, and answering the 2020 Census ensures that your vote may make a difference.

Family and Future Generations: Just like past generations, it is important for you to be counted to represent yourself and your family in the 2020 Census now and for future generations.

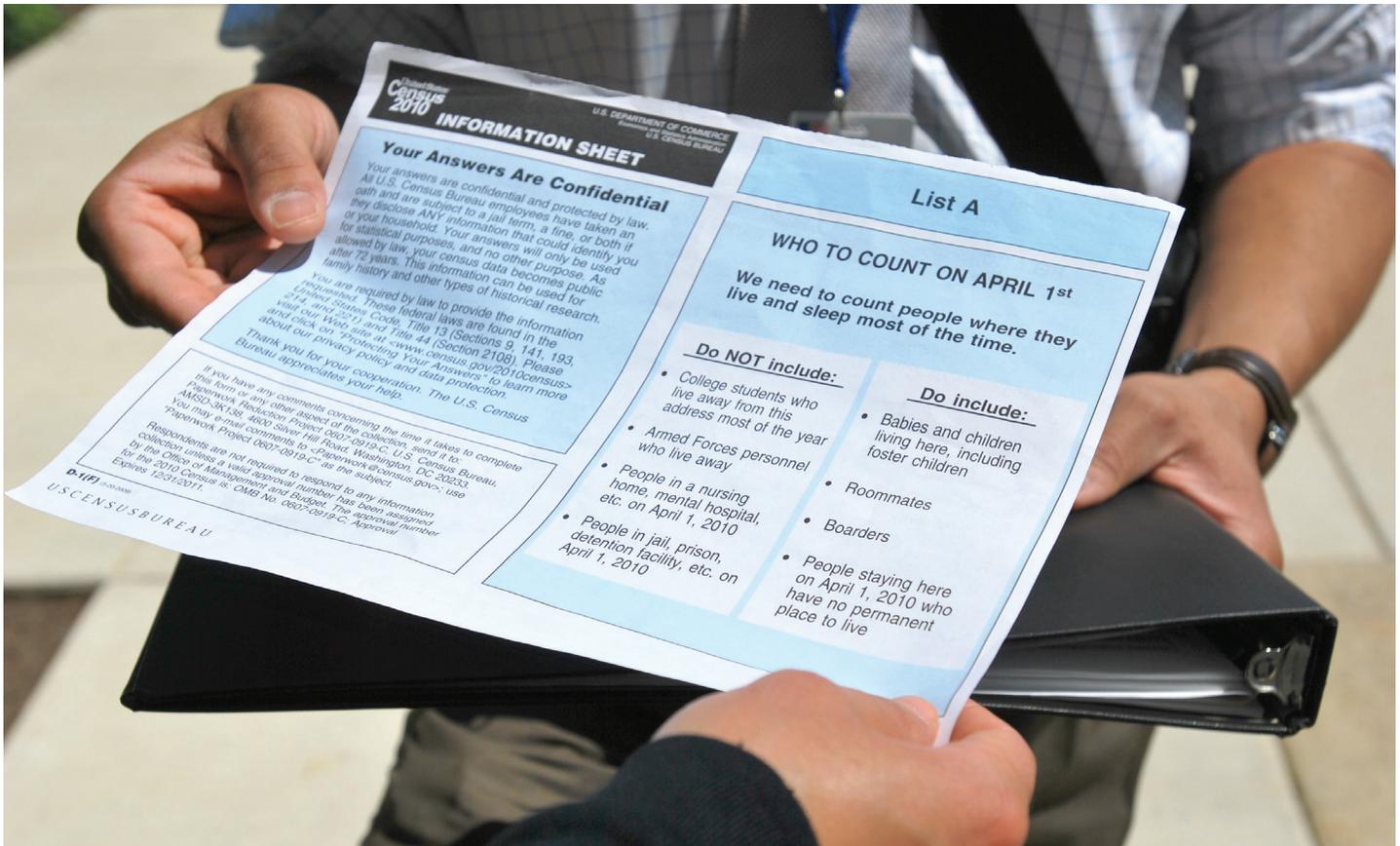
Resources: Census data is used for federal funding allocations, policymaking, and decisions. Make sure you complete the 2020 Census to be counted and help make the data more accurate when funding and resources are on the line for you and your community.

The Census that is conducted every ten years is the only complete count of the U.S. population, and results in data for the nation as a whole and for every geographic area within it — down to the smallest American Indian reservation and Alaska Native village. The Census is the only source of this kind of data, with thousands of uses that may impact American Indians and Alaska Natives. Below are just a few of the potential uses of Census data:

- **Planning the development of facilities for tribal elders.** By showing the distribution of American Indian and Alaska Native people by age, Census figures can help to determine appropriate locations for community facilities in tribal areas.
 - **Strengthening programs for tribal citizens living in urban areas.** Census numbers provide the only detailed profiles available of off-reservation American Indian and Alaska Native people, and these profiles are used by the urban Native centers that serve them.
 - **Helping tribal government agencies and tribally based non-profits, such as Boys and Girls Clubs, to raise money.** Census data is used in countless grant proposals to federal, state, and local agencies, as well as to private foundations, to secure funding to create and expand programs for American Indians and Alaska Natives.
 - **Building political clout.** Census numbers are used not only to determine how many seats each state gets in the House of Representatives in Congress, but also to draw boundary lines for Congressional, state, and local legislative districts.
 - **Supporting reservation economic development.** Tribal entrepreneurs and prospective investors use statistics about the size of the potential market for local services, along with the size of the potential labor force needed, to produce the goods and services a business might offer.
- **Analyzing the need for Head Start services in each area of a reservation.** The Census provides counts of American Indian and Alaska Native children for every community within an American Indian or Alaska Native area.

¹<https://www.census.gov/srd/papers/pdf/ev90-19.pdf>

WHY THE 2020 CENSUS IS IMPORTANT TO INDIAN COUNTRY



If you, members of your family, friends, or neighbors do not fill out the 2020 Census form —

- Federal funding decisions for your community that use Census data based on population size may result in less funding and services to your community
- The political representation for your community in the Congress, as well as state and local legislative bodies, may be less if numbers are lower than reality.
- Decisions about planning community services, facilities, and on locating new business enterprises may not be accurate if everyone is not counted.

Participating in the 2020 Census is simple. The Census form is short and asks a few basic questions about each person's sex, age, and race, and whether the house, apartment, or mobile home is owned or rented.

The average time it should take a household to complete the form is **only about ten minutes**. Being counted means standing up and being visible for yourself, your family, and your tribal community.

HOW TO BE COUNTED AS AN AMERICAN INDIAN OR ALASKA NATIVE

What is this person's race?

Mark one or more boxes **AND** print origins.

White - Print, for example, *German, Irish, English, Italian, Lebanese, Egyptian, etc.* →

Black or African Am - Print, for example, *African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* →

American Indian or Alaska Native - Print name of enrolled or principal tribe(s), for example, *Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* →

<input type="checkbox"/> Chinese	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Samoan
<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Other Asian - Print, for example, <i>Pakistani, Cambodian, Hmong, etc.</i> →	<input type="checkbox"/> Other Pacific Islander - Print, for example, <i>Tongan, Fijian, Marshallese, etc.</i> →	

Some other race - Print race or origin →

A major innovation for the 2020 Census is the planned use of the internet as a mechanism for responding. However, the U.S. Census Bureau acknowledges that many American Indian and Alaska Native populations live in rural areas with Internet connectivity challenges and lower rates of computer usage compared to other areas. There are other methods of collection including on paper or by telephone.

It is very important that every American Indian and Alaska Native person is counted. Make sure to check the box that says American Indian or Alaska Native and write in your tribe if applicable.

Saying that you're American Indian or Alaska Native on the 2020 Census form is a matter of self-identification. No proof is required. No one will ask you to show a tribal enrollment card or a Certificate of Degree of Indian Blood (CDIB).

<<<The question on the Census form looks like this

Census Definition of American Indian/Alaska Native:

The U.S. Census Bureau uses the definition for "American Indian or Alaska Native" published by the US Office of Management and Budget (OMB): "A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment."

This definition of who self identifies as American Indian or Alaska Native on a federal form is quite different than the definition of who is "Indian" in federal law. American Indian and Alaska Native tribal governments that are federally recognized have a special political status and relationship with the federal government, and are eligible for certain federal services. Tribal nations determine the criteria for their members or citizens. Stating that someone is American Indian or Alaska Native on a census form is different and does not convey any special privileges or relationship with the federal government. The issue of whether an individual is a tribal citizen and/or is eligible for federal services is not related to how they answer the race question on a census form.

IMPORTANT CONTACTS AND NCAI RESOURCES



The stated goal in designing the 2020 Census was to keep it simple.

There are only a few, straight-forward questions on the 2020 Census form. The wording of these questions was thoroughly tested to be sure that everyone understands them the same way. It is important for the U.S. Census Bureau to count everyone in the household. While most households will only require 10 – 15 minutes to fill out the Census form, some households may require additional time. But sometimes even the simplest questions can be complicated. Every household's situation is different. Individual circumstances may not fit the questions. For example, the instructions on the form say not to count those who are living away at college. But what about younger family members who are living away in boarding school?

Other things can happen. Maybe you misplaced your questionnaire. Maybe your grandmother never got one. When issues like these arise, where can you go for help?

People are nearby or available on the phone that can help answer your questions.

Census Questionnaire Assistance Contact Centers are available to call for information on the Census form and can provide the answers to your questions while you are on the phone.

The U.S. Census Bureau has invited every tribal government to appoint a Census Tribal Liaison. That person serves as the official connection between

the tribe and the U.S. Census Bureau. He or she has received special training in what the Census is about and how it is conducted. Checking with that person at the tribal offices may get you the help you need, or at least point you in the right direction. Tribal Liaisons are on the job now.

It is possible that a friend or relative may have a job as a temporary Census worker. If so, you can ask them to explain anything you don't understand. They will have received special training on the Census form and Census procedures. For more information go to the www.2020census.gov website.

The U.S. Census Bureau and NCAI can help in a number of ways. The Census Bureau is currently opening local offices to help complete the count. Check the www.2020census.gov website for updated information.

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The Census Bureau is opening local offices to help complete the count. Check the www.2020census.gov website for updated information.

In more remote rural areas, Census workers will come to the door to have you complete the form in person. You can ask them questions at that time. Census workers will also conduct door-to-door follow up visits to households that do not return the Census form.

Online: One of the most important sources of help is the U.S. Census Bureau's website: www.2020census.gov.

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IMPORTANT CONTACTS AND NCAI RESOURCES

INDIANCOUNTRYCOUNTS.ORG

NCAI's Indian Country Counts initiative also offers a number of useful resources. If you need to contact NCAI, email us at census@ncai.org or call at (202) 466-7767. For more information and resources, visit www.indiancountrycounts.org

Don't let an unanswered question keep you from being counted in the 2020 Census.



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Other Census Resources:

Leadership Conference on Civil and Human Rights: www.civilrights.org — NCAI is part of the Leadership Conference, a major resource in fighting for a fair count of American Indians and Alaska Natives and other undercounted groups in the 2020 Census. Its website provides a comprehensive Census 2020 toolkit with a civil rights focus on being counted in 2020. The website includes an excellent Fact Sheet on American Indians and Alaska Natives in the 2020 Census.



The Census Project: <https://thecensusproject.org/> is a collaboration of a number of Census stakeholders representing a broad range of organizations and issue areas. The Census Project website includes daily news updates, fact sheets about hard-to-count communities, podcasts with census experts, and contact information for national organizations who are working to ensure an accurate count.

IS YOUR COMMUNITY HARD-TO-COUNT?

The U.S. Census Bureau and its partners have devoted a lot of energy to research to identifying areas where people are more likely to be undercounted that may need focused attention. That research is being used to shape the U.S. Census Bureau's decisions about where to advertise and hire temporary staff. Their analysis can also help local organizations and activists decide where outreach and communications strategies should be targeted. Solid evidence shows that targeted outreach can make a difference.

A variety of characteristics are considered in designating areas, usually Census tracts, as Hard-to-Count (HTC) areas. These include areas with high rates of poverty, lower levels of educational attainment, renters or others likely to have trouble meeting housing costs, and age, with a high percentage of young children likely to be undercounted. Reservation areas tend to have large percentages of their American Indian/Alaska Native population in these categories.

Special efforts need to be made to reach Native people in HTC areas and persuade them to complete and return their 2020 Census forms. The first step is to identify where these populations are and what services they are likely to use.

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Is your community Hard-To-Count?
Possible approaches to increase the count in your community include:

- Posters and flyers placed in health clinics.
- Take-home materials left with children in local schools with high percentages of Native children.
- Special materials sent to off-reservation members not likely to attend events promoting Census participation held on the reservation.

- Messages inserted in notices of per capita distributions.

Reaching the hardest to count of the American Indian and Alaska Native population is perhaps the most difficult and, at the same time, most rewarding activity in promoting the 2020 Census.

Virtual Outreach

In March 2020, many places across the United States began implementing stay-at-home measures due to the coronavirus pandemic. As such, census operations and by extension, census outreach efforts had to shift away from in-person events and interactions. As census advocates began to adapt, outreach efforts migrated to virtual and online formats.

Many tribal census advocates have begun finding creative ways to not only keep in contact with their communities online and encouraging census participation, such as by hosting virtual community events and game nights, to sharing census pamphlets and stickers in community food pickup packaging.

Traditional outreach methods are also being adapted to online formats as NCAI created a "How-To" guide on virtual canvassing (<https://bit.ly/3dysRGl>).

NCAI partner, Census Counts (<https://censuscounts.org/>), also has a bank of digital organizing trainings (<https://bit.ly/370sUbn>) available and features webinar recordings such as Integrating Offline and Online Census Programs, and Digital Advertising 201 that are free and available online.

How-To guide on Virtual Canvassing

What is canvassing?

Typically, canvassing is done in person with groups of people meeting together at a launch location where they are first trained, then are sent out to canvass locations to knock on doors. Once completed, the canvassers then return to the launch location to report their results and debrief with the organizers. Other forms of traditional canvassing might include tabling at an event or other social gathering.

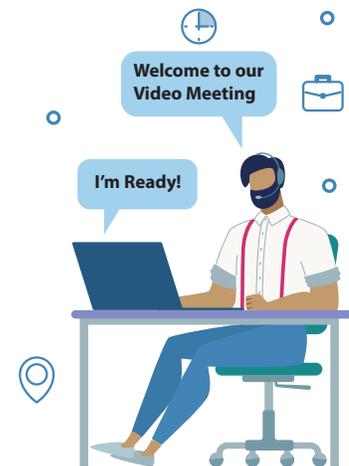
Now, as we cannot gather in mass, we need to switch to virtual canvassing strategies, which include phone banking, social media groups, Facebook/Instagram Lives, and others, as primary outreach strategies. Here you will learn how to conduct a phone banking exercise as a means of virtual canvassing.



Preparation for virtual canvass:

To virtual canvass, you will first need to ensure you have access to reliable contact information for the people you are looking to contact. In this case of census canvassing, you will want to be sure you have correct phone numbers so that you can make contact. Once you have this information, it's time to prepare volunteers for training.

- Set up a time and date so you can have time to recruit canvassers for the phone bank.
- Set up a video chat/meeting like Zoom or Blue Jeans in order to have a training for canvassers before they begin calling.
- The canvasser will need to be sure they have a phone and laptop as well as access to reliable internet for the training.



Training before beginning to canvass:

During the training, the organizer should go over what the goal of the canvass is; in this case, it is to make sure people in the community fill out their census form. The organizer should provide a prepared script for canvassers, and walk them through a typical call, and give directions as to how to record their interactions.

Creating a Script

The canvass call script should have a scripted introduction/greeting and then move into questions for the canvassers to ask and track as they interact with the person, such as:

Resources for Tribal Census Coordinators: Virtual Canvassing

- “Have you filled out your census form?”
- “Did you do it online, over the phone, or send it in the mail?”
- “Have you received any mailings on the census or invitations to take part in the census?”

In the training, the organizer should also go over how to deal with a difficult person or what to do if there is no answer. There should be multiple numbers for the canvassers to call as they are more than likely to call more numbers than they will have answers.

Canvassing begins:

Once the training is complete and questions are answered, the canvassing can begin. All canvassers should remain on the Zoom/Blue Jeans computer call while using their phones to complete canvass calls. Remind everyone to make sure their Zoom/Blue Jeans platform is muted and that your own sound is off as well – this will help prevent any feedback or distraction to others when folks begin making calls. Keep in mind:

- While some may want to disconnect from the Zoom/Blue Jeans call, it is best that everyone stay on in case of questions or just to socialize when taking a break.
- Depending on the size of your call list and the number of canvassers, you may want to have scheduled breaks if you know that it may take a few hours to complete all calls.



Wrap Up and Debrief:

Once all calls are finished, you can have everyone unmute and go over their interactions with folks on the call. You want to hear how people are reaching to and taking part in the census, what issues they may be facing and any misinformation that people might be hearing about the census. Make sure that canvassers send you their results of their calls so that you, the organizer, can:

- Review and determine if call-backs are necessary to answer any questions
- Follow up on any notes
- Determine whether to reuse the call list if canvassers did not have a high contact rate.

For the latest census information visit:

www.IndianCountryCounts.org

Resources for Tribal Census Coordinators: Misinformation

What is Misinformation?

As we know, U.S. Census is crucial to all communities across the nation. But “misinformation” is the spread of information that may be inaccurate, misleading, or serves to discourage participation in the 2020 Census. Misinformation is...

- Inaccurate or misleading information intentionally spread to confuse people about or prevent them from understanding the 2020 Census.
- Designed to discourage participation in the 2020 Census.
- Messaging that attempts to delegitimize the results of the 2020 Census.

Prime examples of misinformation stem from a variety of social media channels and websites. Often, these messages are from perceived “trusted” sources, such as friends, family, or online articles.

Social Media

Misinformation can spread quickly in the form of viral posts, memes, and shared news stories. Examples:

- A photo-shopped image of an “official-looking” Census form with unusual questions that are not featured on the official 2020 Census form and do not pertain directly to the household.
- Paid advertisements disguised as news articles.
- Celebrities saying that you must fill out the census form in order to receive a government stimulus check.

Messaging Apps:

Screenshots of fake/Photoshopped conversations circulated among friends and family can spread misinformation.

Example:

- a screenshot of a conversation saying a person knew someone who was raided by ICE because they filled out the census form

Websites:

- Social media websites that use message boards and feature user-generated content can foster the creation or spread of misinformation.

How does it affect Indian Country?

Historically marginalized communities, including Indian Country, are considered “hard-to-count” and are at greater risk for an undercount. Misinformation spread by seemingly “trusted” online sources can create a potential threat to tribal communities’ participation in the Census.

A large proportion of American Indians/Alaska Natives in certain states live in

Hard-To-Count [HTC] States

78.6% of AI/AN People Live In HTC Tracts in NEW MEXICO

68.1% of AI/AN People Live In HTC Tracts in ARIZONA

65.6% of AI/AN People Live In HTC Tracts in ALASKA

52.4% of AI/AN People Live In HTC Tracts in SOUTH DAKOTA

49.9% of AI/AN People Live In HTC Tracts in MONTANA

Resources for Tribal Census Coordinators: Misinformation

As you can see, based on some of these HTC percentages of AI/ANs by state, we cannot afford to let these potentially harmful and incorrect messages prevent Indian Country from being counted. So, what can you do?

Taking Action Against Misinformation

1. Be a Trusted Messenger

One of the best things you can do is to have trusted messengers, such as Tribal Complete Count Committees and tribal citizens working as enumerators and/or serving as census advocates, providing factual information to a community. When a community has local points of contact like these, they have census representatives and advocates who are familiar to them, who understand culturally relevant issues, and can speak to the concerns of that community. These folks – you – can have a huge impact on tribal participation in the census and play a key role in helping to dispel misinformation on the ground.

2. Share Only the Facts and Share Often

Sharing preemptive or “inoculation” messaging that states and reinforces the reasons why census is important and gives official facts on how the process works is vital. This type of information enables you to familiarize your community with the census and help them become knowledgeable about the process. This in turn also helps to inoculate the community from any potentially harmful misinformation that may arise because they already know the baseline facts.

3. Keep Your Cool – Don’t Engage Directly

If misinformation does arise, it can be tempting to want to respond directly. However, we don’t want to accidentally amplify these messages and give them

more traction. Instead, we recommend that you do not respond directly to the post, the author, or re-share these messages on social media. Remember, you want to limit the reach of these messages within your community as much as possible. The preferred method to handle any misinformation online is to continue sharing fact-based, positive messaging and directing the community to official sources of information from the U.S. Census Bureau. If you come across more serious pieces of misinformation about the census that have gotten a lot of likes/shares/views online, please see the reporting section below.

4. Report It

If you come across potentially harmful social media content that has “gone viral” or has been shared widely and you are concerned about the spread of misinformation within your community, NCAI has partnered with other census organizations to help you report it.

NCAI will be using the “Junkipedia” platform to report any potentially harmful misinformation posts shared on social media. Junkipedia is a data aggregator that collects the types of misinformation being shared to both help census advocates learn how best to develop inoculation messaging for different types of content, as well as reporting this content to Facebook, Twitter, WhatsApp, and others to be flagged for possible removal.

This summer, NCAI will provide direct links to report any misinformation that tribal census advocates feel is being shared widely and is deeply affecting their communities, so please check back often for updates.

If you would like to report any misinformation, please email the NCAI Civic Engagement Team with a short description of the content, which platform the content was shared (Facebook, Twitter, etc.), and a screenshot to census@ncai.org.

2020 CENSUS TIMELINE & KEY DATES

Census 2020 is underway! Below is a timeline of major Census operations leading up to Census Day - April 1, 2020 - and several follow-up activities.

Preparation

- **January – March 2019:** The U.S. Census Bureau opened 39 Area Census Offices. These offices open early to support address canvassing.
- **June – September 2019:** The U.S. Census Bureau opened the remaining 209 Area Census Offices. The offices support and manage the Census takers who work all over the country to conduct the Census.
- **August 2019:** The U.S. Census Bureau conducted in-field address canvassing. Census workers go door to door to update address lists that could not be verified through an in-office canvassing operation. The U.S. Census Bureau updates the agency's Master Address File and maps to include areas that have added or lost housing in recent years, as well as shelters, soup kitchens, and mobile food vans for service-based enumeration and to ensure that the U.S. Census Bureau's address list is up to date.

Filling Out the Census Form

- **January 2020:** The U.S. Census Bureau begins counting the population in remote Alaska, beginning in Toksook Bay, a Yupik Alaska Native village in southwest Alaska.
- NCAI continues efforts to distribute mini grants to tribal communities and organizations.
- **February 2020:** Count begins for communities that chose update/enumeration option.
- NCAI continues efforts to distribute mini grants to tribal communities and organizations.
- **Mid-March 2020:** Households will receive mail inviting them to respond to the Census online, through a paper form, or by phone.
- Census Questionnaire Assistance toll-free lines open.
- Count of homeless population March 30 – April 1.
- NCAI conducts Indian Country Counts regional meetings – please visit www.indiancountrycounts.org for meeting dates!

- **April 1, 2020:** Census Day is observed nationwide.
- U.S. Census Bureau will send reminder letters or paper form if the household has not responded.
- NCAI will continue advertising using social media, website, paid ads, and other vehicles to remind AIAN communities to participate.
- Count of students in university housing, senior centers, nursing homes, and prisons will occur during this phase.

Non-Response Follow-Up (NRFU)

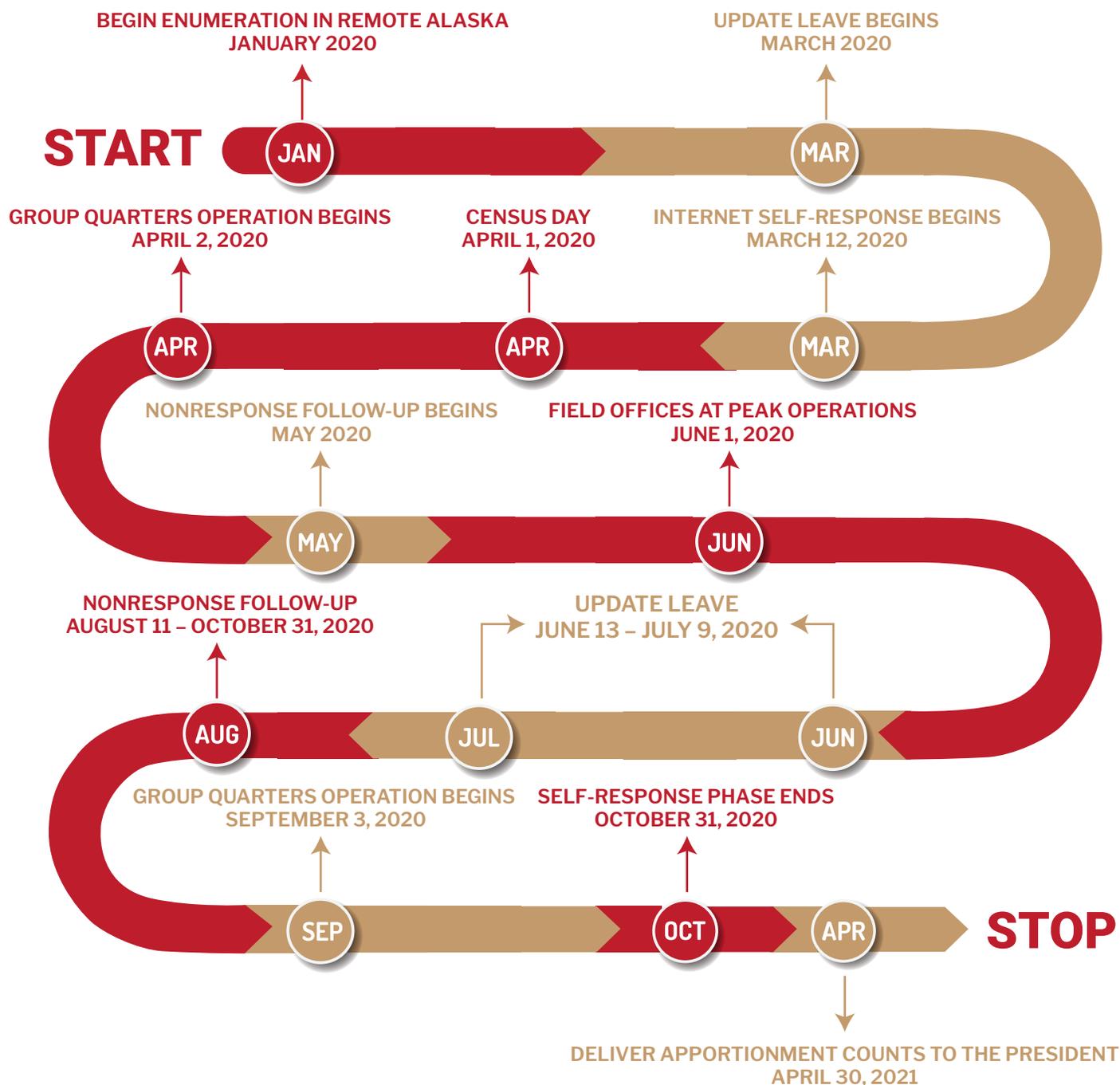
- **May – July 2020:** Census workers will visit all addresses that did not return a questionnaire online or mail back a paper Census form and collect information at the door. The U.S. Census Bureau estimates that more than a third of addresses will not return a form.
- **Late April – August 2020:** Coverage follow-up. Questionnaire Assistance Centers will contact households with more than six occupants and those whose forms indicate that someone may have been included or excluded erroneously to collect missing information, clarify information, and ensure that hard-to-count households are accurately counted.

Wrap-up of Census 2020

- **August – October 2020:** Census Coverage Measurement survey will estimate how many people were missed or counted twice during the direct counting operations. Estimates of accuracy will be published in 2022.
- **December 2020:** The Census Bureau delivers apportionment counts to the president.
- **March 2021:** U.S. Census Bureau completes delivery of redistricting data to states.
- Public release of data and products begins.
- **Summer 2021:** Tables with the full results of the 2020 Census are issued.

This “timeline and key dates” information is also available at www.2020census.gov and at www.IndianCountryCounts.org.

2020 CENSUS TIMELINE & KEY DATES



HOW TO COMPLETE THE 2020 CENSUS FORM

The 2020 Census is here! Your household will have the opportunity to complete the 2020 census in the following ways: online, phone, or paper. The National Congress of American Indians (NCAI) Indian Country Counts Initiative encourages every American Indian and Alaska Native household to complete the 2020 Census questionnaire to ensure a complete count for Indian Country. Here are some tips for when you complete the 2020 Census:

WHEN |

- The 2020 Census started counting remote Alaska in January 2020.
- Most households will receive an invitation to participate in March 2020 with information on how to participate.
- People living in group quarters, such as dorms, nursing homes, barracks, prisons will be counted separately at a different time.
- There will be a few letters sent to you and the last letter will contain the paper form questionnaire if you have not yet responded. The U.S. Census Bureau is encouraging every household to fill out the form online if possible.

HOW |

- You can fill out the 2020 Census questionnaire online, by phone, or by mail with the paper form.
- The letter you receive in March will include the following:
 - Instructions to complete online or by phone.
 - This initial mailing will not include the paper form.
 - A unique identifier number for your address/household – use this
 - The number for the call center for assistance
- One person should fill out the form for everyone in the household – called on the form “Person 1”.
- Make sure that Person 1 is American Indian or Alaska Native and checks that box on the race question to ensure the household is counted as American Indian and Alaska Native.
- Make sure everyone who is American Indian or Alaska Native checks that box on the race question.

WHO |

- Make sure to count yourself and anyone else living in the household as of April 1.
- Make sure to count EVERYONE, including babies, all children, elderly.
- Children should be counted if they live in the household the majority of the time; if not, make sure they are counted for the census in their other home.
- If children split their time evenly between your household and another, count where they are living on April 1.
- If relatives might have difficulty filling out the form, make sure to help them so they are counted. If relatives are living with you on April 1 and do not otherwise have an established home or you have a roommate, they should be counted on your Census questionnaire; don't forget grandchildren who live with you.
- Count anyone living and sleeping in your household most of the time.
- Include newborns, even if they are in the hospital on April 1.

HOW TO COMPLETE THE 2020 CENSUS FORM

RACE |

- The form includes a question about race, and you can check the box if you are American Indian or Alaska Native
- This is how you identify, whether or not you are a tribal member/citizen
- There is space to fill out your tribal affiliation
- Make sure to check and write in the official tribal name (check their website or call the tribal administration)
- To be considered an American Indian or Alaska Native household for federal funding purposes, the person filling out the form – Person 1 – should be someone who can check the American Indian or Alaska Native box
- If you live in tribal areas and have relatives that live in urban areas, they should fill out the form where they live on April 1

There are many important reasons to fill out the 2020 Census form:

WHY |

- It is the only complete count of American Indians and Alaska Natives
- It is important so that we are counted, heard, visible
- We need to be counted now and for future generations
- The data is used for federal funding decisions and formulas, so we need accurate information when resources are on the line
- The data is used for determining legislative seats, so we need accurate information to ensure our votes matter

The 2020 Census data will be used for the following purposes:

USES |

- Representation in Congress/state redistricting/representation
- Federal funding formulas and decisions
- Local tribal governance and decisions
- Research on issues important to Indian Country

CONCERNS |

- The citizenship question is not included in the 2020 Census; everyone in your household should be included in the count
- The U.S. Census Bureau must keep the data confidential by law and cannot give it to other agencies or entities
- The U.S. Census Bureau's Update/Leave (<https://bit.ly/371Mzrx>) operation had been delayed in some areas due to COVID-19 but has now resumed. Census workers will deliver census materials soon and you are encouraged to respond when you receive your census invitation.
- Language guides are available at <http://bit.ly/32Cv3I3>.

QUESTIONS |

If you have questions, here are some resources:

- U.S. Census Bureau Census Questionnaire Assistance Centers Phone: (844) 330-2020
- U.S. Census Bureau Tribal Resources: <https://bit.ly/3drjsiL>
- NCAI Indian Country Counts Initiative: <http://indiancountrycounts.org> or email census@ncai.org

2020 Census: Important Groups to Count

The 2020 Census is a complete count of all people living in the United States. However, some groups are hard to count for various reasons. This document provides important information for you as you fill out the 2020 Census questionnaire online, by phone, or by mail.



AMERICAN INDIANS AND ALASKA NATIVES

- In the 2010 Census, an estimated 4.9 percent of American Indians and Alaska Natives living on reservations were undercounted
- Make sure everyone who self identifies as American Indian or Alaska Native is included in the count for your household
- For each person listed on the form, check the American Indian or Alaska Native box in the race question, and fill in their tribal affiliation(s); check with the tribe for the official name



PRISONERS

- Individuals in jail, prison, or other detention facility on April 1 will be counted there.

ELDERLY

- Elderly people are often undercounted due to unique living situations or because they may live with family
- Elderly living in your household the majority of the time should be counted as part of your household
- Elderly living in nursing homes will be counted there
- Make sure to help your elderly relatives, neighbors, and friends with filling out the census form
- Language assistance is available



YOUTH

- In the 2010 Census, about 1 million (or about 4.6 percent) of children ages 0–4 years were not counted
- All children living in the home should be included on the census form, including babies, relatives, and grandchildren
- Children should be included if they live in the house the majority of the time. If they live equally in two households, they should be counted for the census in the house where they are living on April 1.
- Newborns should be counted, even if they are in the hospital on April 1
- College students living away in dorms will be counted where they live. K-12 students in boarding schools should be counted at their home address.



DISABILITY

- While there are no disability-specific questions on the census, many of the support systems and services for people with disabilities are funded through census data
- The U.S. Census Bureau has identified people with disabilities as being at risk of being undercounted in the 2020 Census
- National Disability Rights Network – Count Everyone, Include Everyone: Census 2020 webpage: <https://www.ndrn.org/issues/census-2020/>
- The Arc – Census 2020: You Count! Be Counted! Webpage: <https://thearc.org/census/>



2020 Census: Important Groups to Count



HOMELESS

- People staying with you temporarily who do not have a place to live should be counted in your household if they are there on April 1
- The U.S. Census Bureau will count homeless individuals through a process that will count people in outdoor and other locations, emergency and transitional shelters, soup kitchens, other mobile food van sites
- The U.S. Census Bureau has a process to count people living in transitory locations such as hotels, campgrounds, RV parks.



URBAN

- Many American Indians and Alaska Natives move back and forth between tribal and urban areas for jobs, events, pow wows, etc.
- In the 2010 Census, 71 percent of American Indians and Alaska Natives lived in urban areas (as defined by the Census Bureau)
- Everyone should be counted where they live and sleep the majority of the time
- Urban American Indians and Alaska Natives should make sure to fill out the census form for their household and fill out the race questions to include American Indian and Alaska Native
- Everyone should indicate their tribal affiliation(s) if appropriate; check for the official name on the tribal website or call the tribal nation



LGBTQ+

- The 2020 Census includes an option to identify a relationship as same-sex on your response
- All 2020 Census questions that involve personal characteristics, including sex, are based on self-identification. People should select the box for the biological sex they identify with.
- US Census Bureau – 2020 Census: LGBTQ+ webpage: <https://www.census.gov/newsroom/press-kits/2020/2020-census-lgbtq.html>



IN THE HOSPITAL

- Individuals in the hospital on April 1 should be counted in the household where they usually live
- People in nursing homes or other long term care facilities should be counted there



MOVING

- People who are moving should count where they are living on April 1
- If they are moved into their new residence on April 1, they should count themselves there
- If they move out of their residence on April 1 but have not yet moved into their new residence, they should count themselves at the old residence.

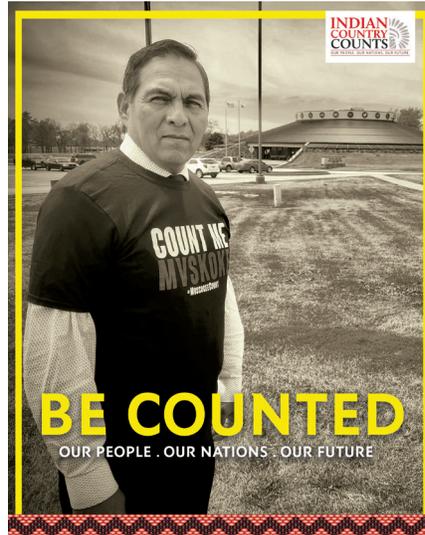


QUESTIONS

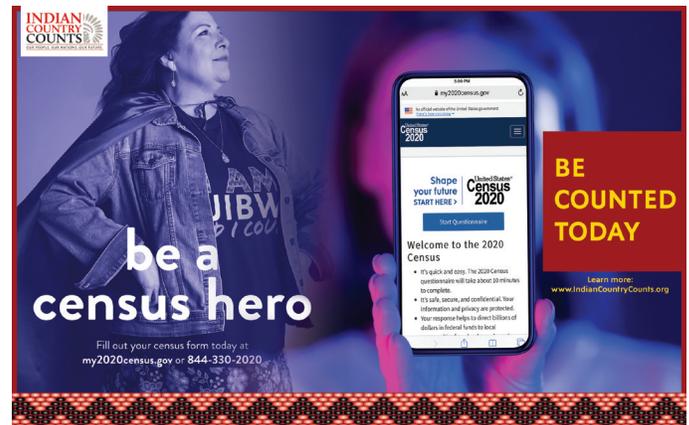
- Census Questionnaire Assistance Center phone: (844) 330-2020
- Indian Country Counts – census@ncai.org
- U.S. Census Bureau – Who to Count webpage: https://bit.ly/who_to_count

2020 Census: References

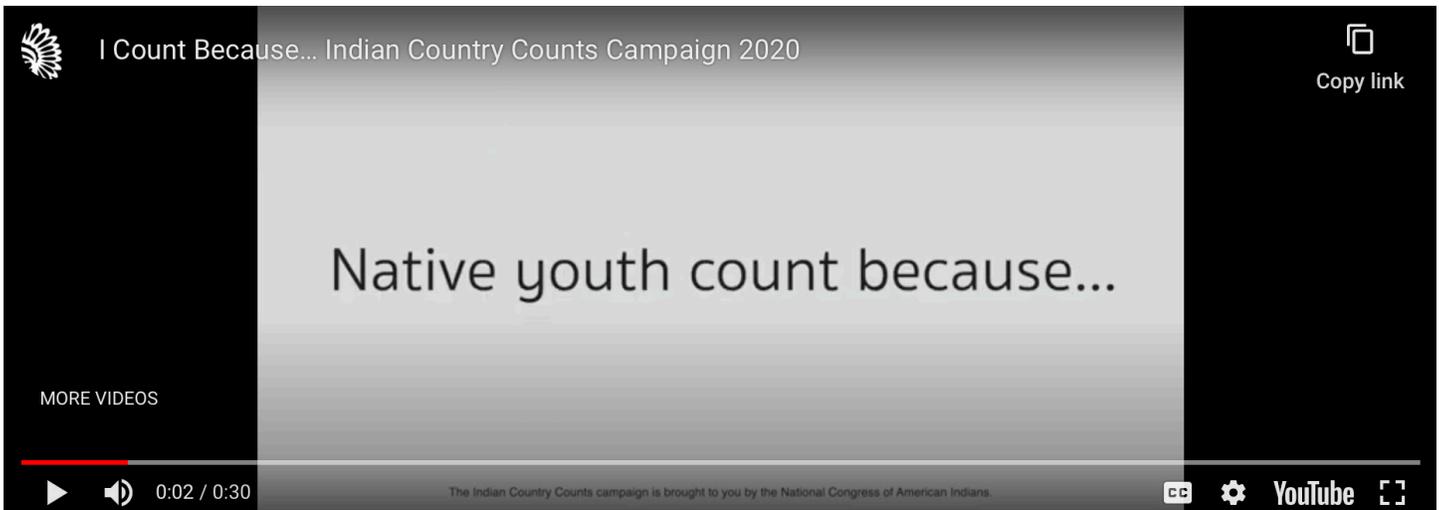
8X10 BE COUNTED ADS



5X8 BE COUNTED ADS



I Count Because Youtube Video





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