

CITY OF UNALASKA  
UNALASKA, ALASKA

RESOLUTION 2019-50

A RESOLUTION OF THE UNALASKA CITY COUNCIL ESTABLISHING THE UNALASKA 2020 CENSUS COMPLETE COUNT COMMITTEE

WHEREAS the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population and provides a historic opportunity to help shape the foundation of our society and play an active role in American democracy; and

WHEREAS the City of Unalaska is committed to ensuring every resident is counted; and

WHEREAS federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based in part on census data; and

WHEREAS census data helps determine how many seats each state will have in the U.S. House of Representatives and is necessary for an accurate and fair redistricting of state legislative seats and voting districts; and

WHEREAS information from the 2020 Census and American Community Survey are vital tools for economic development and increased employment; and

WHEREAS the information collected by the census is confidential and protected by law; and

WHEREAS the census requires extensive work, and local involvement helps achieve a complete and accurate count; and

WHEREAS a united voice from Unalaska's business, government, community-based and faith-based organizations, educators, media and others will enable the 2020 Census message to reach more of our citizens; and

WHEREAS an Unalaska Complete Count Committee will bring together a cross section of community members who will utilize their local knowledge and expertise to reach out to all persons of our community; and

WHEREAS the Unalaska Complete Count Committee will work with the Census Bureau to strive for an accurate count.

NOW, THEREFORE BE IT RESOLVED that the Unalaska City Council hereby establishes a 2020 Census Complete Count Committee. This committee will:

1. Bring together a cross section of community organizations and citizens whose focus is 2020 Census awareness.
2. Utilize local knowledge, expertise and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to our community.

3. Strive to increase the self-response rate for households responding online, by telephone or mail, by building awareness through social media, newsletters, community events and other communications.

PASSED AND ADOPTED by a duly constituted quorum of the Unalaska City Council on September 10, 2019.



Frank Kelty  
Mayor

ATTEST:



Marjie Veeder  
City Clerk



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## MEMORANDUM TO COUNCIL

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To: Mayor and City Council Members  
From: Bil Homka, Planning Director  
Through: Erin Reinders, City Manager  
Date: September 10, 2019  
Re: Resolution 2019-50, establishing the Unalaska 2020 Census Complete Count Committee

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**SUMMARY:** The U.S. Census Bureau will conduct a count of the United States population in 2020. Forming a Complete Count Committee in Unalaska will help ensure a complete and accurate count of Unalaska's residents.

**PREVIOUS COUNCIL ACTION:** None found.

**BACKGROUND:** An accurate count is important because federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based, in part, on census data. Census data also helps determine how many seats each state will have in the U.S. House of Representatives and is necessary for an accurate and fair redistricting of state legislative seats. Census data can also be a vital tool in economic development.

**DISCUSSION:** The census requires extensive work and local involvement helps achieve a complete and accurate count of all members of the community.

The City has been asked to be involved in forming the "Unalaska Complete Count Committee" (CCC) which is designed to bring together a cross section of community members to utilize their local knowledge and expertise to reach out to all persons of our community.

Alaska and the Aleutian Islands Region historically have a lower response rate compared to other areas in the nation. Impediments to a complete count may include incomplete street addresses, language barriers, our remote location, transient working populations, persons living on employer premises, or a general distrust of government. The CCC will strive to overcome these barriers, and others, to help ensure a complete count. The CCC will strive to:

- Communicate the importance of the census through local messaging;
- Raise awareness of the census throughout the city;
- Motivate every household in the city to participate in the census by completing the questionnaire thoroughly and in a timely manner; and
- Increases the city's self-response rate.

Support from the City Council will help form a united voice, in the form of the CCC, from Unalaska's government, business, community and faith-based organizations, educators, media and others. The CCC will help census workers to reach and count more of our citizens. The CCC will work with the Census Bureau to strive for an accurate count.

**ALTERNATIVES:** The City Council may choose to support the creation of a Complete Count Committee or not.

**FINANCIAL IMPLICATIONS:** Staff does not anticipate that significant expense will be incurred by participating in the CCC, and it is expected that any expense incurred can be covered by presently appropriated departmental budgets. Census data impacts federal and state funding allocations.

**LEGAL:** Not applicable.

**STAFF RECOMMENDATION:** Staff recommends adoption of Resolution 2019-50.

**PROPOSED MOTION:** I move to adopt Resolution 2019.50.

**CITY MANAGER COMMENTS:** I support adoption of Resolution 2019-50 and the City's participation in a Complete Count Committee.

**ATTACHMENTS:**

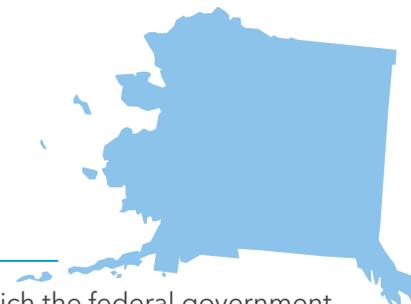
- Counting for Dollars 2020, the Role of Decennial Census in the Geographic Distribution of Federal Funds, Alaska
- Complete Count Committees brochure
- Municipal Complete Count Committee
- Census 101 – What you need to know

# ALASKA

In FY2016, Alaska received

**\$3,194,463,262**

through 55 federal spending programs guided by data derived from the 2010 Census.



The **Counting for Dollars 2020 Project** aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (\$883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
  - **Annual updates** of population and housing variables collected in the Decennial Census.
  - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.



### Reports of the Counting for Dollars 2020 Project:

- > **Report #1:** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)\*
- > **Report #2:** Estimating Fiscal Costs of a Census Undercount to States (March 2018)\*
- > **Report #3:** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)\*
- > **Report #4:** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- > **Report #5:** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)\*†
- > **Report #6:** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

\* Data available by state

† Source for this state sheet

# Counting for Dollars 2020

## The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

# ALASKA

**Allocation of Funds from 55 Large Federal Spending Programs  
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)**

**Total Program Obligations: \$3,194,463,262**

Program	Dept.	Obligations	Program	Dept.	Obligations
<b>Financial Assistance Programs</b>		<b>\$3,005,897,409</b>			
Medical Assistance Program (Medicaid)	HHS	\$1,245,840,000	Community Facilities Loans/Grants	USDA	\$822,069
Federal Direct Student Loans	ED	\$63,162,119	Supporting Effective Instruction State Grants	ED	\$10,640,022
Supplemental Nutrition Assistance Program	USDA	\$175,483,424	Crime Victim Assistance	DOJ	\$5,476,300
Medicare Suppl. Medical Insurance (Part B)	HHS	\$100,377,025	CDBG Entitlement Grants	HUD	\$1,606,172
Highway Planning and Construction	DOT	\$550,503,380	Public Housing Capital Fund	HUD	\$2,036,000
Federal Pell Grant Program	ED	\$34,900,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$5,889,074
Section 8 Housing Choice Vouchers	HUD	\$41,973,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$37,246,303
Temporary Assistance for Needy Families	HHS	\$72,430,306	Social Services Block Grant	HHS	\$3,640,366
Very Low to Moderate Income Housing Loans	USDA	\$112,014,712	Rural Rental Assistance Payments	USDA	\$6,793,849
Title I Grants to LEAs	ED	\$39,266,561	Business and Industry Loans	USDA	\$19,430,000
State Children's Health Insurance Program	HHS	\$20,378,000	Career and Technical Education - Basic Grants to States	ED	\$4,214,921
National School Lunch Program	USDA	\$35,419,000	Homeland Security Grant Program	DHS	\$4,427,695
Special Education Grants	ED	\$37,544,473	WIOA Dislocated Worker Grants	DOL	\$2,299,690
Section 8 Housing Assistance Payments Program	HUD	\$10,667,133	HOME	HUD	\$3,568,935
Federal Transit Formula Grants	DOT	\$33,048,000	State CDBG	HUD	\$2,592,884
Head Start	HHS	\$47,340,666	WIOA Youth Activities	DOL	\$2,443,616
WIC	USDA	\$24,579,000	WIOA Adult Activities	DOL	\$2,042,848
Title IV-E Foster Care	HHS	\$20,051,757	Employment Service/Wagner-Peyser	DOL	\$7,660,792
Health Care Centers	HHS	\$64,271,013	Community Services Block Grant	HHS	\$3,756,915
School Breakfast Program	USDA	\$12,053,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$3,348,608
Rural Electrification Loans and Loan Guarantees	USDA	\$16,462,000	Cooperative Extension Service	USDA	\$2,052,057
Public and Indian Housing	HUD	\$8,679,000	Native Amer. Employment & Training	DOL	\$61,192
Low Income Home Energy Assistance	HHS	\$17,502,723			
Child and Adult Care Food Program	USDA	\$9,203,000	<b>Federal Tax Expenditures</b>		<b>\$39,141,819</b>
Vocational Rehabilitation Grants to the States	ED	\$10,393,765	Low Income Housing Tax Credit	Treas	\$19,837,908
Child Care Mandatory and Matching Funds	HHS	\$7,850,000	New Markets Tax Credit	Treas	\$19,303,912
Unemployment Insurance Administration	DOL	\$24,727,000			
Federal Transit - Capital Investment Grants	DOT	\$13,729,971	<b>Federal Procurement Programs</b>		<b>\$149,424,034</b>
Child Care and Development Block Grant	HHS	\$5,151,000	HUBZones Program	SBA	\$149,424,034
Adoption Assistance	HHS	\$18,846,073			

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

**Note:** The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. sheet in series.)

Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

**GW Institute  
of Public Policy**

THE GEORGE WASHINGTON UNIVERSITY

For further information:

**Andrew Reamer**, Research Professor  
The George Washington University  
[areamer@gwu.edu](mailto:areamer@gwu.edu)

# 2020 Census Timeline

## 2018

- Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
- CCCs receive 2020 Census training.

## 2019

- Continue establishing CCCs.
- Open Area Census Offices.
- CCCs develop strategy and work plan.

## 2020

- CCCs begin community organization mobilization.
- 2020 Census advertising campaign begins in early 2020.
- CCCs support the 2020 Census.
- CCCs encourage self-response.

## April 1, 2020 - CENSUS DAY

- CCCs urge households who do not respond to cooperate with census takers.

# Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

### Please contact:

**ATLANTA**  
Atlanta.rcc  
.partnership  
@2020census.gov

**CHICAGO**  
Chicago.rcc  
.partnership  
@2020census.gov

**DALLAS**  
Dallas.rcc  
.partnership  
@2020census.gov

**LOS ANGELES**  
Los.Angeles.rcc  
.partnership  
@2020census.gov

**NEW YORK**  
New.York.rcc  
.partnership  
@2020census.gov

**PHILADELPHIA**  
Philadelphia.rcc  
.partnership  
@2020census.gov

### If you reside in:

Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina

Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin

Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming

Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico

Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia

# Complete Count Committees



## The 2020 Census is almost here!

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

### **The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.**

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

# Get Started

## **WHO?**

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

## **WHAT?**

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

## **WHEN?**

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

## **WHY?**

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

## **HOW?**

It's up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

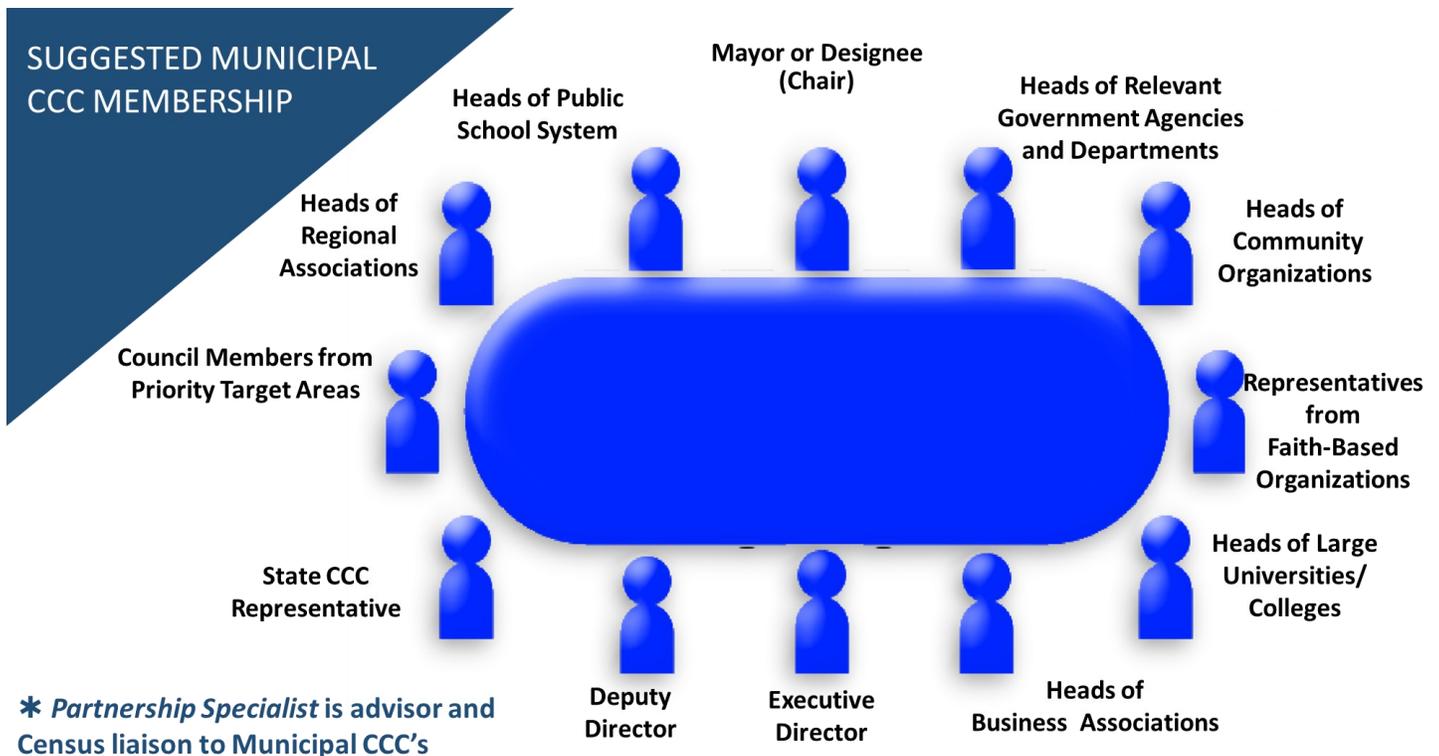
- Holding CCC kickoff meetings with media briefings.
- Participating in Census rallies or parades.
- Coordinating Census unity youth forums.
- Hosting Interfaith breakfasts and weekend events.
- Encouraging the use of Statistics in Schools classroom resources.
- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- Helping recruit census workers when jobs become available.

# MUNICIPAL COMPLETE COUNT COMMITTEE

A **Municipal Complete Count Committee** is a mutually beneficial partnership – at the highest level—within each city. The mayor often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:

- ◆ Communicates the importance of the census through local messaging.
- ◆ Raises awareness of the census throughout the city.
- ◆ Motivates every household in the city to participate in the census by completing the questionnaire thoroughly and in a timely manner.
- ◆ Increases the city’s self-response rate.

The size of the Complete Count Committee is determined by each city. In addition, mayors and city councils may allocate funding to support the activities of the CCC. Cities view this funding as a sound investment in the future. Failure to count residents could result in a substantial loss of revenue for the next decade.



UNITED STATES DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0001



# MUNICIPAL COMPLETE COUNT COMMITTEE



## EDUCATION PHASE January 2018—September 2019

The education phase is often referred to as the “Raising Census Awareness” phase. The message to each community member is that the census is a civic activity that affects people of all ages, races, cultures, and ethnicities. This is the period to strongly emphasize the many uses of census data and highlight specific local examples of how census data benefits a community.

## PROMOTION PHASE April 2019—January 2020

The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “The 2020 Census is Coming.” During this period, CCCs implement activities through their government, faith- and community-based organization, business, media, and recruitment partners. An effective strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.

## MOTIVATION/ ACTION PHASE February 2020—June 2020

The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak on Census Day—April 1st, 2020. The theme of this phase is “Be Counted for Your Community” and the focus is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will be the focus toward the end of this phase, and the message to the community will change, encouraging households to “Cooperate with Census Takers”.

## CCC SUBCOMMITTEE TYPES

<b>BUSINESS</b>	<ul style="list-style-type: none"> <li>Involving a community's business sector creates a unifying element that touches every household within the community.</li> </ul>	<b>EX-OFFENDER</b>	<ul style="list-style-type: none"> <li>The ex-offender population is sizeable and is often disenfranchised from the community and hard to track.</li> </ul>	<b>LIBRARY</b>	<ul style="list-style-type: none"> <li>Urban Libraries Council says libraries are the “most trusted government entity”, poised to be pivotal for civic engagement.</li> </ul>
<b>COMMUNICATIONS, MEDIA AND TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>Assists community organizations in utilizing census toolkit materials and enables them to innovate.</li> </ul>	<b>FAITH-BASED</b>	<ul style="list-style-type: none"> <li>Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members.</li> </ul>	<b>RECRUITING</b>	<ul style="list-style-type: none"> <li>Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.</li> </ul>
<b>COMMUNITY ORGANIZATIONS</b>	<ul style="list-style-type: none"> <li>Community organizations provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds.</li> </ul>	<b>GOVERNMENT</b>	<ul style="list-style-type: none"> <li>Leveraging the ability of local government to provide knowledge of the population, organizations, and institutions is essential to an accurate count.</li> </ul>	<b>SENIOR CITIZEN</b>	<ul style="list-style-type: none"> <li>Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.</li> </ul>
<b>DATA AND MAPS</b>	<ul style="list-style-type: none"> <li>Understanding where hard-to-survey areas exist is important to direct subcommittee activities toward the correct populations and geographic areas.</li> </ul>	<b>GROUP QUARTERS</b>	<ul style="list-style-type: none"> <li>Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count.</li> </ul>	<b>SPECIAL HOUSING</b>	<ul style="list-style-type: none"> <li>The rental population will exceed a third of the entire U.S. population by 2020. No matter the housing type, access is vital for an accurate count.</li> </ul>
<b>EDUCATION (PRESCHOOL - GRADE 12)</b>	<ul style="list-style-type: none"> <li>Reaches U.S. households through schools and helps create a generation of future self-responders.</li> </ul>	<b>HOMELESS</b>	<ul style="list-style-type: none"> <li>In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans.</li> </ul>	<b>VETERANS</b>	<ul style="list-style-type: none"> <li>Over 22 million veterans living in the United States present a sizeable population distributed throughout the 50 states. Former military personnel can provide leadership and excellent recruiting assistance.</li> </ul>
<b>EDUCATION (POST SECONDARY)</b>	<ul style="list-style-type: none"> <li>Works with university housing to obtain administrative records for group quarters; educates off-campus students to participate accurately.</li> </ul>	<b>IMMIGRANT</b>	<ul style="list-style-type: none"> <li>One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English.</li> </ul>	<b>PHILANTHROPIC</b>	



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Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0001

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**Census**  
Bureau

# CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

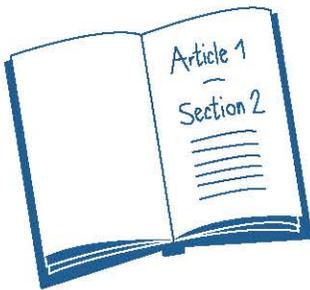
## Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



## It's about fair representation.

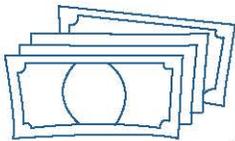
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



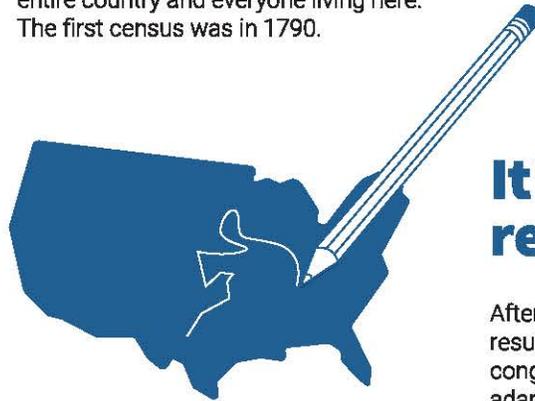
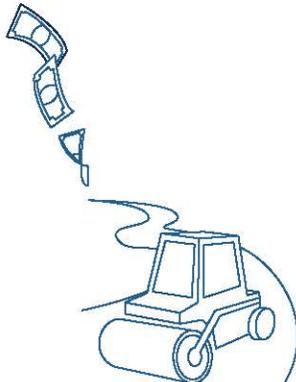
## It's in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

## It means \$675 billion.



Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.

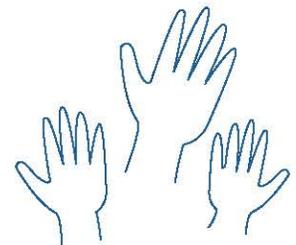


## It's about redistricting.

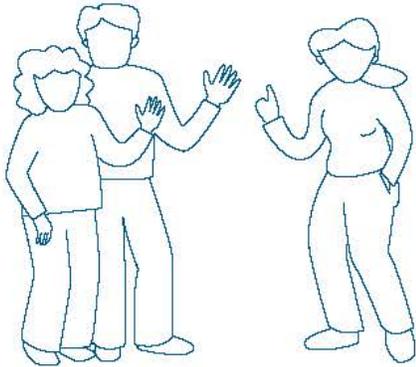
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

## Taking part is your civic duty.

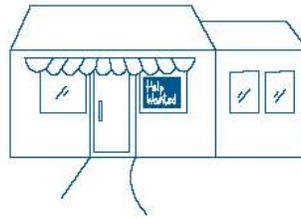
Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



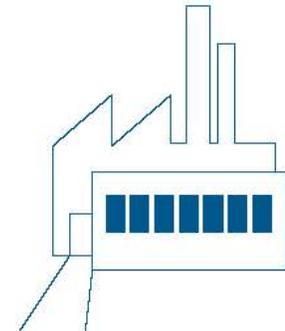
# Census data are being used all around you.



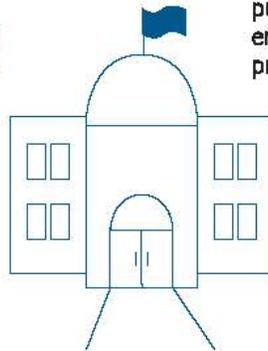
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



# Your data are confidential.

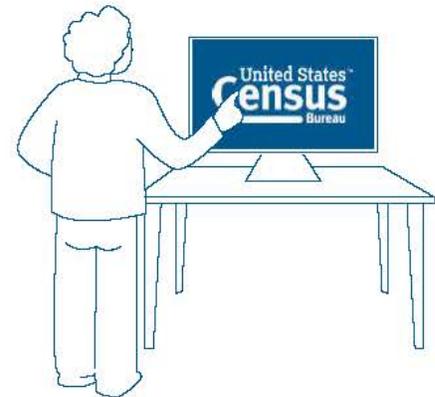
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



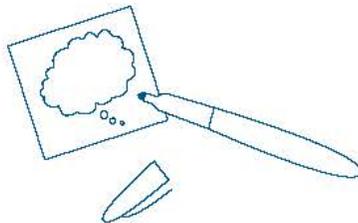
# 2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



# You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



United States™  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

FIND OUT HOW TO HELP AT  
[CENSUS.GOV/PARTNERS](http://CENSUS.GOV/PARTNERS)