

2020 Census Asian American Complete Count

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Pan-Asia Update: Asian American Quality of Life Commission

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Topics:

- Census Count Target
- Cross Cutting Approach
- Status
- Next Steps
- Needs

AACCC Core Team

Zoom

Speaker View

AACC

Sumit DasGupta

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Suchitra Gururaj

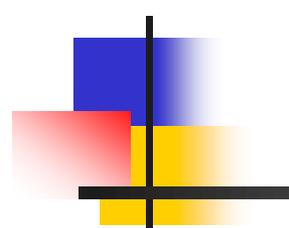
Mute Stop Video

Participants 9 Chat 1 Share Screen Record Reactions

Leave Meeting

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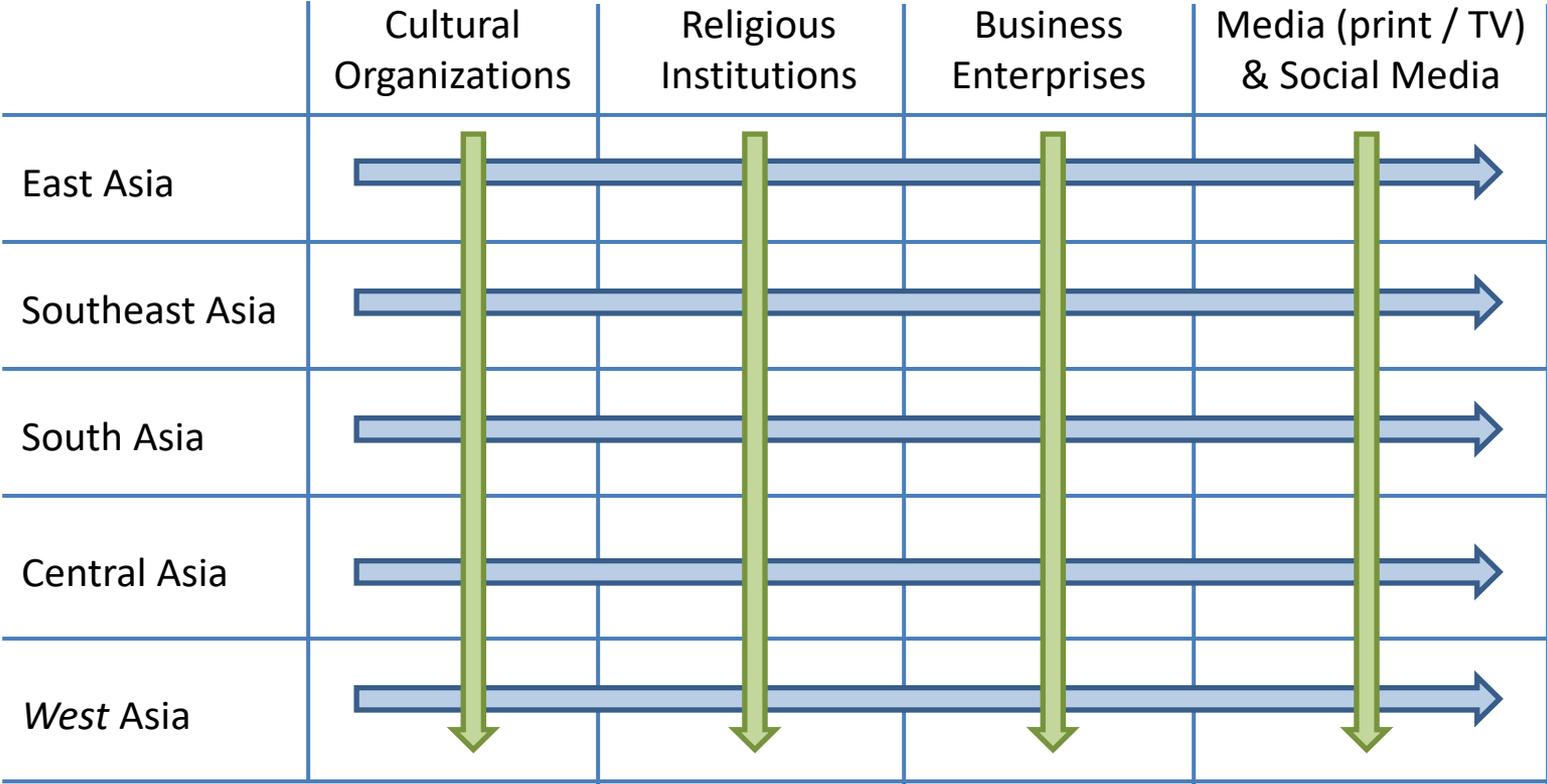
12:13 PM 4/30/2020



Census Count Target / Coverage Area

- **Count target: Immigrants from all Asian countries**
 - From Turkey and Israel to the west
 - This will require significant focus and effort to connect with these countries
 - To Japan and S. Korea to the east
 - ... and all countries in between
- **Count coverage area:**
 - Travis & Williamson counties:
 - Total / Asian (single race) population (2018): 1,815,462 / 134,795
 - % Asian: 7.4%
 - Austin-Round Rock MSA:
 - Covers 5 counties: Travis, Williamson, as well as parts of Bastrop, Caldwell & Hays counties
 - Total / Asian (single race) population (2017): 2,115,827 / 121,922
 - % Asian: 5.8%

Cross-cutting Approach



- **Grants to fund GOTC campaign received from multiple sources**
 - Funds distributed to multiple community organizations for deep outreach
- **Cross-cutting and regional organizations representing Asian part of grantee network**
 - Meetings every 2 weeks to check status / plan next steps
- **Integrated with county / city-wide effort to coordinate outreach activities through region of interest**
 - Weekly meetings led by Travis County Census 2020 Program Manager (John Lawler) to report status, align strategies, exchange best practices
- **Switched from hands-on outreach strategy to data-driven and web-based social media outreach effort in multiple languages**
 - Traditional methods include newsprint ads, TV interviews, street signs and ads, and hard-copy promotional materials
 - Web-based approach includes Census Bureau announcements, interviews, news, and videos on Facebook, Instagram, Youtube, etc.
- **AACCC running ahead of state, county and other CCC's**
 - The good news first,... current self-response rate at 63.8% (“low hanging fruit”)
 - Now the bad news,... 36.2% left to count (possibly assignees, refugees, new immigrants and undocumented)

Grantee List

	Grantee(s) Conducting Outreach	HTC Community
1	Indian American Coalition of Texas (IACT)	Indian
2	Bangladesh Association of Greater Austin (BAGA)	Bangladesh
3	Greater Austin Nepali Society	Nepali
4	Chinese Society of Austin (CSA)	Chinese
5	Austin Chinese American Network (ACAN)	
6	Austin Chapter of Taiwanese Chamber of Commerce (ACTCC)	Taiwanese
7	Austin Japan Community	Japanese
8	Korean American Association of Greater Austin (KAAGA)	Korean
9	Vietnamese American Community of Austin Texas (VACAT)	Vietnamese
10	Refugee Council	Refugees (Bhutanese, Afghan, Iraqi, Pakistani, Syrian)
11	Lighthouse Myanmar Ministries (Burmese Refugee Community)	Refugees (Burmese)
12	Xiang Yun Temple	Buddhist
13	Emgage, Austin Chapter	Muslim
14	Asian Family Support Services of Austin (AFSSA)	AAPI Immigrants
15	BRAVE Communities	
16	Austin Asian Impact	AAPI
17	Cheryl Reese, Outreach Coordinator	AAPIs in Bastrop County
18	Austin Filipino American Association	Filipino
19	Austin Iranian Professionals Association	Iranian
20	Rabble Podcast	Young AAPIs

Census 2020 HTC Map

The screenshot displays the 'HTC 2020' web application interface. At the top, there is a search bar with the text 'SEARCH BY: ADDRESS/ZIP' and a dropdown menu for 'enter address/locale'. Below the search bar, the map is centered on Williamson County, Texas, showing various tracts colored according to their self-response rates. The legend on the right side of the map provides the following categories:

- 85% or more
- 74 to 85%
- 68 to 74%
- 62 to 68%
- 56 to 62%
- 50 to 56%
- 40 to 50%
- 30 to 40%
- 15 to 30%
- 15% or less
- No data

Additional map controls include a 'Select Census Year' dropdown set to 2020, and several toggle options for 'Self-Response Rate by State', 'Self-Response Rate by County', and 'Self-Response Rate by Tract (2020)'. A 'Bottom 20% Self-Response Rate 2020' toggle is also present. A 'MORE MAP FEATURES' dropdown is located at the bottom of the legend.

On the left side of the map, there is a sidebar for 'WILLIAMSON COUNTY' with the following information:

- SHOW INFO FOR: COUNTIES
- TEXAS
- WILLIAMSON COUNTY
- CENSUS DETAILS FOR WILLIAMSON COUNTY
- SHARE YOUR MAP
- Williamson County response rate: **65.1%** (as of 6/17/2020) and **69.6%** (2010 final self-response)
- 2020 Self-Response by Day: A line graph showing the percentage of housing units that self-responded over time, with a dashed line for the 'Final 2010 Rate'.
- Self-Response Rates by Decade: A bar chart showing response rates for different decades.

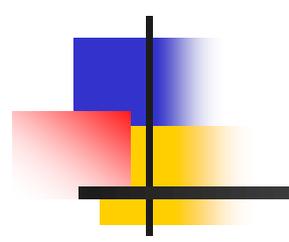
The bottom of the screenshot shows the Windows taskbar with the time 12:42 AM and date 6/18/2020.

- **Conduct experiments with targeting tools**
 - Continue launching ads on Facebook in partnership with Austin American Statesman
 - Conduct VoteMap experiments in Travis and Williamson Counties to measure response
- **Assuming success above, create strategy for focused targeting in low-performing tracts**
 - Ongoing
- **Renew effort at marginalized segments of population**
 - Contact religious institutions and refugee service organizations
- **Coordinate with other CCC's**
 - Outreach effort underway with African American, Hispanic American and LGBTQ CCC's

Spread the word!

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Thank You