



2020 Census: Counting Asian Americans & Residents with Asian Roots in Greater Austin / Travis County

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Report to AAQoL Commission: Some Results & Conclusions

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December 12, 2020

Topics:

- The Leadership Team
- Census Count Target / Coverage Area
- Original Strategy
- Final Strategy
- Results
- Conclusions / Recommendations

The AACCC Leadership Team

Zoom

Speaker View

AACCC

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Participants 9 Chat 1 Share Screen Record Reactions

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AACCC Census Count Target / Coverage Area

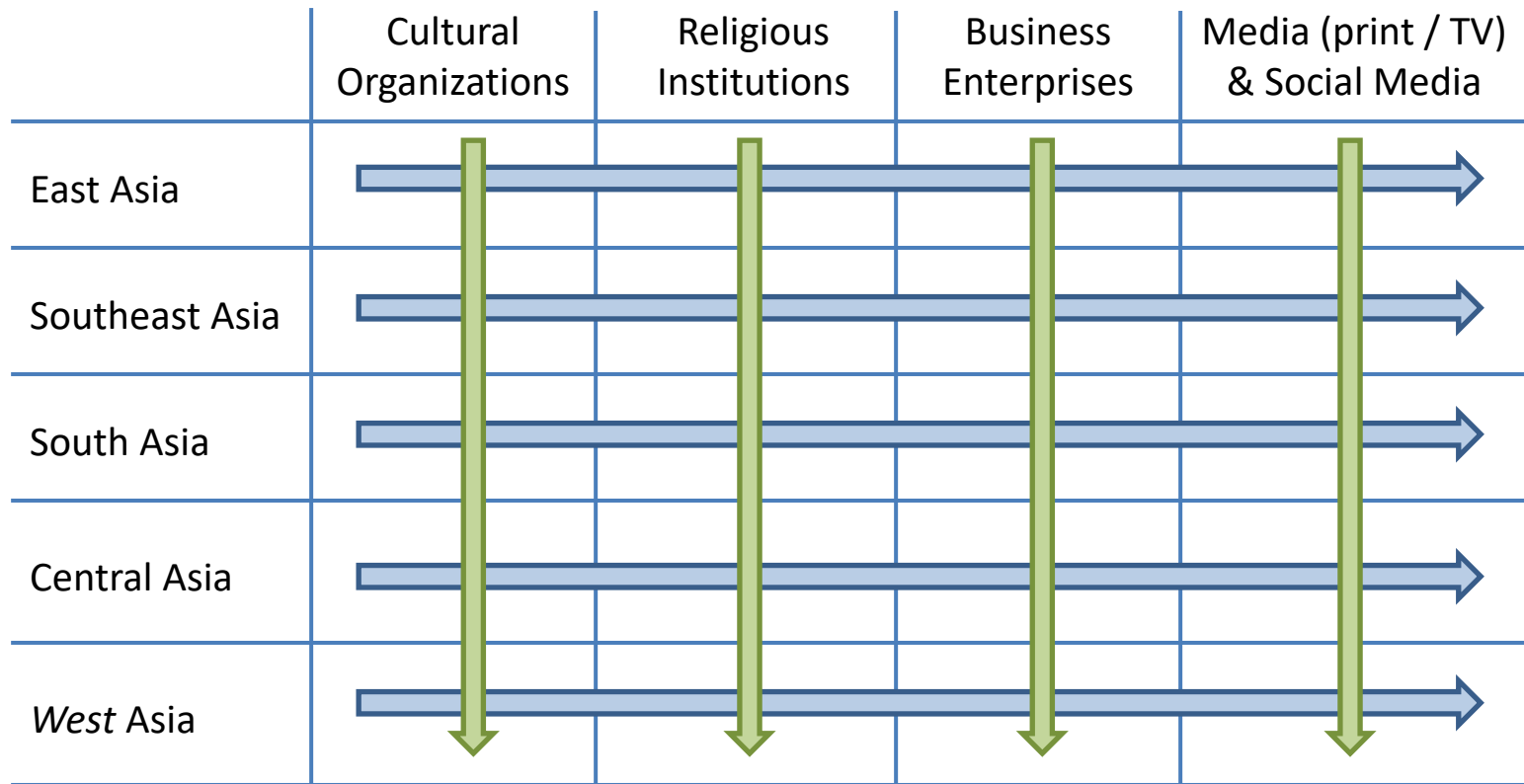
- **Count target: Immigrants from all Asian countries**
 - From Turkey and Israel to the west
 - This will require significant focus and effort to connect with these countries
 - To Japan and S. Korea to the east
 - ... and all countries in between
- **Count coverage area:**
 - Travis & Williamson counties:
 - 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%



Original Strategy

- **Form subgroups to focus on immigrants from different regions of Asia, e.g.,**
 - East Asia,... includes China, Taiwan, Japan and S. Korea
 - South-East Asia,... includes Cambodia, Indonesia, Laos, Malaysia, Vietnam,...
 - South Asia,... includes Afghanistan, Bangladesh, Bhutan, Burma / Myanmar, India, Nepal, Pakistan, Sri Lanka
 - Central Asia,... includes Kazakastan, Kyrgyzia, Tadjikistan, Turkmenistan, Uzbekistan
 - West Asia,... Iraq, Iran, Israel, S. Arabia, Turkey, UAE,...
- **Identify country-specific leaders to focus on immigrants from the country of their origin**
- **Contact leaders of key community organizations to partner in this count**
- **Create flyers in different languages with key dates**
- **Present at organization meetings and cultural / religious events**
 - Provide key dates and deliverables
 - Resolve concerns and fears and answer questions
- **Contact Asian businesses to promote census (& for funds)**
- **Advertise on TV, newsprint, and social media**
- **Go door-2-door in remote neighborhoods, as key dates get closer**

Original Strategy : A Cross-cutting Approach



- **Contacted leaders of key community organizations to partner in this count**
- **Provided grant funding to community organizations for outreach to related communities**
- **Created flyers in different languages with key dates**
- **Advertised on TV and newsprint**
- **Presented at organization meetings and cultural / religious events, until COVID hit**
 - Provided key dates and deliverables
 - Resolved concerns and fears and answer questions
- **Moved MASSIVELY onto social media for community outreach**
 - **And this further opened my eyes to the inequities in the city!**



Results: First, the Good News!

- **2019 Census Bureau prediction:**

- Asian population would be the hardest to count among hardest-to-count(HTC) populations

- **What happened instead:**

- Asian populations were highest in count nationwide, state-wide, county-wide
- Last measured Self-Response Rate (SRR) statistics (10/18/2020):

- **Austin / Travis County overall: 67.2%**
 - White (calculated): 70.6%
 - Hispanic / Latino: 63.0%
 - Black: 60.2%
 - **Asian: 72.1%**
- **Williamson County overall: 71.5%**
 - **Asian: 75.1%**

- **This success was due to our heavy emphasis on Social Media Outreach!**

Results: Lowest Performing Tracts

First some data!

VoteMap GOTC Ad Campaign (08/14 Start):			SRR Tracking in Percentages (From Poorest Performing Census Tracts with High Asian Populations in Travis County)							
County	Tract #	Location	2010 SRR	SRR Reports						
				7/17/2020	8/14/2020	Net Gain (7/17 - 8/14)	9/11/2020	10/9/2020	Net Gain (8/14 - 9/11)	Net Gain (8/14 - 10/9)
Travis		320 W. of Sunset Valley	71.2	65.1	66.9	1.8	70.9	72.0	4.0	5.1
		321 Sunset Valley	67.5	59.9	61.9	2.0	65.4	66.6	3.5	4.7
		323 S. of Great Hills	64.5	60.4	62.8	2.4	68.0	68.8	5.2	6.0
		341 Great Hills	65.5	58.6	60.4	1.8	65.6	66.6	5.2	6.2
		342 Great Hills	72.7	56.4	58.3	1.9	63.6	64.3	5.3	6.0
		344 Canyon Creek	56.4	54.2	57.9	3.7	60.9	61.8	3.0	3.9
		350 River Place	69.4	70.5	73.3	2.8	75.9	76.2	2.6	2.9
		406 Lamar & Rundberg	55.4	44.4	46.2	1.8	49.3	51.3	3.1	5.1
		407 Lamar & Rundberg	46.5	37.0	38.8	1.8	41.4	42.4	2.6	3.6
		431 Lamar & Rundberg	40.9	34.4	35.7	1.3	38.0	39.4	2.3	3.7
		435 Sprinkle Corner	65.6	52.0	53.9	1.9	57.5	58.5	3.6	4.6
		436 E. of St. John	60.4	47.7	49.8	2.1	53.3	53.9	3.5	4.1
	County		66.2	61.0	63.1	2.1	65.9	67.0	2.8	3.9



Conclusions & Recommendations

- **Some key conclusions**

- Tracts off Lamar Blvd & Rundberg Ln are among poorest in CoA where refugees, recent immigrants and undocumented from Asia may be found
- Tracts off Lamar & Rundberg Ln had lowest self-response rates (SRR) among tracts with higher Asian populations in Census 2020
- High bandwidth wireless (4G) and broadband (25 Mb / sec. or greater) is spotty, hence social media outreach was less than successful
- Proliferation of electronic tools (laptops, notebooks, smartphones) is comparatively low
 - AISD has made significant effort to ameliorate situation among students
- Poorer census response implies less Federal money available that can be directed to this neighborhood to eliminate / mitigate social ills

- **Possible AAQoL Commission partners to drive CoA to solve above problems**

- Other QoL commissions, AISD & Dept. of Diversity & Community Engagement (DDCE), Univ. of Texas

- **Possible AAQoL Commission initiatives**

- Partner with AISD & DDCE to drive greater outreach into refugee & undocumented community to develop needs-based strategy, such as, enhancing electronic connectivity
- Connect with CM Casar's office & appropriate CoA departments to allocate CoA budget to support above strategy



Thank You