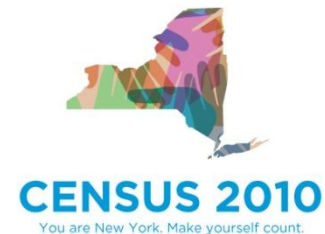




# Census 2010 Community Engagement Campaign

Presented to AAARI

March 2, 2010



# What is Census 2010?

- The Census is a count of all residents of the United States.
- Mandated by the Constitution.
- Participation is required by all residents , without regard to immigration status.
- Determines the number of seats for each state in the House of Representatives.
- \$400 Billion annually of Federal funding is allocated using Census Bureau data.
- Provides the data advocates need to do our job.
- **Our outreach efforts are an investment for the next 10 years!**



# What is different from 2000?

- In Census 2000, 1 in 6 households received a “long form” questionnaire that asked about income, employment, housing, etc.
- There is NO long form in 2010.
- Data previously collected by the long form is now collected through the American Community Survey.
- The American Community Survey is taken every month across the country with annual data released every year.



# Census 2010 Form

United States **Census 2010** U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

This is the official form for all the people at this address.  
It is quick and easy, and your answers are protected by law.

Use a blue or black pen.  
**Start here**

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?**

Number of people =

**2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark  all that apply.**

Children, such as newborn babies or foster children  
 Relatives, such as adult children, cousins, or in-laws  
 Nonrelatives, such as roommates or live-in baby sitters  
 People staying here temporarily  
 No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*  
 Owned by you or someone in this household free and clear (without a mortgage or loan)?  
 Rented?  
 Occupied without payment of rent?

**4. What is your telephone number? We may call if we don't understand an answer.**  
 Area Code + Number  
 -  -

OMB No. 0607-0919-C: Approval Expires 12/31/2011.  
 Form **D-61** (1-15-2009)

**5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.**  
 What is Person 1's name? *Print name below.*

Last Name  First Name  MI

**6. What is Person 1's sex? Mark  ONE box.**  
 Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.**

Age on April 1, 2010  Month  Day  Year of birth

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

No, not of Hispanic, Latino, or Spanish origin  
 Yes, Mexican, Mexican Am., Chicano  
 Yes, Puerto Rican  
 Yes, Cuban  
 Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

**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.*

Asian Indian  Japanese  Native Hawaiian  
 Chinese  Korean  Guamanian or Chamorro  
 Filipino  Vietnamese  Samoan  
 Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.*   Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.*

Some other race — *Print race.*

**10. Does Person 1 sometimes live or stay somewhere else?**  
 No  Yes — *Mark  all that apply.*

In college housing  For child custody  
 In the military  In jail or prison  
 At a seasonal or second residence  In a nursing home  
 For another reason

→ If more people were counted in Question 1, continue with Person 2.

**1. Print name of Person 2**

Last Name  First Name  MI

**2. How is this person related to Person 1? Mark  ONE box.**

Husband or wife  Parent-in-law  
 Biological son or daughter  Son-in-law or daughter-in-law  
 Adopted son or daughter  Other relative  
 Stepson or stepdaughter  Roomer or boarder  
 Brother or sister  Housemate or roommate  
 Father or mother  Unmarried partner  
 Grandchild  Other nonrelative

**3. What is this person's sex? Mark  ONE box.**  
 Male  Female

**4. What is this person's age and what is this person's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.**

Age on April 1, 2010  Month  Day  Year of birth

→ **NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this census, Hispanic origins are not races.**

**5. Is this person of Hispanic, Latino, or Spanish origin?**

No, not of Hispanic, Latino, or Spanish origin  
 Yes, Mexican, Mexican Am., Chicano  
 Yes, Puerto Rican  
 Yes, Cuban  
 Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

**6. What is this person'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.*

Asian Indian  Japanese  Native Hawaiian  
 Chinese  Korean  Guamanian or Chamorro  
 Filipino  Vietnamese  Samoan  
 Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.*   Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.*

Some other race — *Print race.*

**7. Does this person sometimes live or stay somewhere else?**  
 No  Yes — *Mark  all that apply.*

In college housing  For child custody  
 In the military  In jail or prison  
 At a seasonal or second residence  In a nursing home  
 For another reason

→ If more people were counted in Question 1 on the front page, continue with Person 3.



# Census Timeline

- January 2010: Launch of Census Bureau Paid Media Campaign.
  - Key Messaging is awareness that Census 2010 is coming.
- February 2010
  - Questionnaire Assistance Centers and toll-free lines for language help open.
- March-April 2010
  - Census advertising message focus on motivating mail-back response.



# Census Timeline (Continued)

- March 8, 2010: Advanced Letters mailed out.
- March 15, 2010: Census forms mailed out.
- March 18, 2010: Reminder and language assistance (for select areas) postcards mailed out.



# Census Timeline (Continued)

- April 1, 2010: Census forms due.
- Early April 2010: Replacement form mailed out to households not responding by April 1.
- May 2010 to July 2010: Census enumerators go door-to-door for households that did not return a Census form.
- May 2010: Census advertising focuses on encouraging cooperation with Census enumerators.
- December 2010: Census Bureau reports state population totals for Congressional seats re-apportionment.



# Census Bureau Paid Media Campaign

- The IW Group is the Census Bureau's subcontractor for paid media toward Asians.
- Asian Languages Covered
  - Bengali
  - Cantonese
  - Hindi
  - Hmong
  - Japanese
  - Khmer
  - Korean
  - Laotian
  - Mandarin
  - Tagalog
  - Thai
  - Urdu
  - Vietnamese
- Print, tv, radio, out-of-home, and interactive media where outlets are available in language.



# Federation Campaign Overview

- Broadly reach out to ethnically diverse Asian communities in:
  - New York
  - New Jersey
  - Connecticut
  - Philadelphia
- Particular focus on neighborhoods with a high concentration of Asian residents such as Flushing, Jackson Heights, Chinatown, Midwood, Sunset Park, Fort Lee, etc.
- Special attention to segments of the Asian community at risk of being uncounated, such as:
  - multi-family households
  - domestic workers
  - seniors who live alone
  - new immigrants with limited English skills
  - undocumented immigrants



# Community Outreach

- Grants for extensive outreach activities in New York City, New Jersey and Philadelphia .
  - Local phone hotlines with language support
    - Bengali, Burmese, Cantonese, Hindi, Japanese, Khmer, Korean, Mandarin, Nepali, Urdu, Vietnamese
  - Neighborhood canvassing
  - Direct assistance for filling out Census forms
  - Community Events
  - Poster Contest



# Community Outreach Grantees

- Asian & Pacific Islander Coalition on HIV/AIDS (APICHA)
- Asian Americans for Equality (AAFE)
- Asian Professional Extension (APEX)
- Brooklyn Chinese-American Association (BCA)
- Chhaya CDC, South Asian Council for Social Services (SACSS), South Asian Youth in Action (SAYA!), Adhikaar, SEVA
- Chinese Christian Herald Crusade (CCHC)
- Chinese-American Planning Council, Inc. (CPC)
- Council of People's Organization (COPO)
- Damayan Migrant Workers Association, Ugnayan ng mga Anak ng Bayan
- Indochina Sino-American Community Center (ISACC), Greater New York Vietnamese American Community Association
- Japanese American Association of New York (JAA)
- Japanese American Social Services, Inc. (JASSI)
- Korean American Census Task Force
- Korean American Family Service Center (KAFSC)
- Korean Community Services of Metropolitan New York (KCS)
- MinKwon Center for Community Action (MinKwon)



# Community Outreach

- Hire community specialists to reach out to smaller ethnic communities in the metro area and Asian communities in upstate NY, particularly Albany, Syracuse, Rochester, and Buffalo, and Connecticut.
- Work with national partners to plan events for National Week of Census Action.



# Federation Media Campaign

- Starting March 8.
- In-language ads will appear:
  - on buses in Queens, Brooklyn, Albany, and Syracuse,
  - at select subway stations in the city
  - in commuter vans and intercity coaches.
- Languages covered: Bengali, Chinese, Gujarati, Hindi, Japanese, Khmer, Korean, Nepali, Punjabi, Tagalog, Thai, Urdu, and Vietnamese.
- Coordinated with Asian Americans for Equality, New York Immigration Coalition, and New York Community Media Alliance on media buys.



# National Partners

- AALDEF 2010 Census Project
  - Advocacy
  - Community education
  - Legal support
  - Census monitoring
- National AAPI Census 2010 Campaign
  - Partner with the Asian American Justice Center, Asian American Institute, the Asian Pacific American Legal Center, and the Asian Pacific Fund.
  - Regrant to grassroots organizations.
  - Create a National Resource Center.



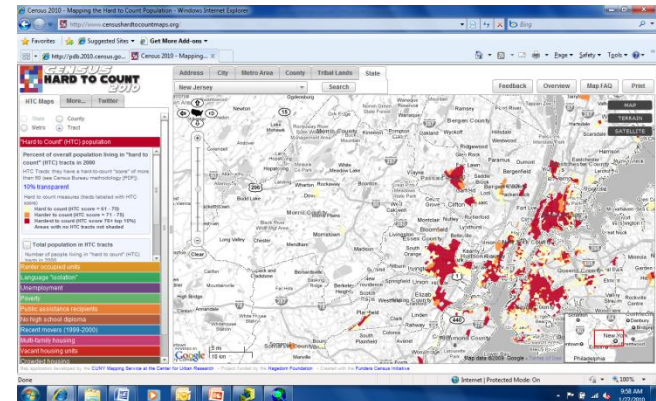
# National Resource Center ([www.fillinourfuture.org](http://www.fillinourfuture.org))

- Sharing translated materials, presentations, public service announcements, Census outreach toolkits, and best practices.

The screenshot shows the homepage of the National Resource Center for the 2010 Census. At the top, there is a logo for 'FILL IN OUR FUTURE' with a deadline of '047 23 10 41' days, hours, minutes, and seconds until Census Day on April 1, 2010. Navigation links include 'Home', 'Resource Center', 'Census 101', 'Event Calendar', 'In Language Resources', and 'Press & Media'. The main content area features several informational sections: 'How it Works', 'What Type of Questions do they Ask?', 'How Does it Impact Me and My Family?', 'Census 101', 'In-Language Resources', and 'Get Involved'. A large photo shows a diverse group of people holding 'United States Census 2010' signs. Below the main content, there are three columns: 'Be the first to know' with a link to a 'New Translated Factsheet for the South Asian Community' from SAALT; 'What's important today' with two news items about NANAAY and Asian American groups; and 'Featured Videos' with a video titled 'Census 2010: Asian Americans PSA Alec Mapa' and another titled 'Portrait of America-Asian'. The footer includes the Asian American Federation logo and the text 'Internet | Protected Mode: On'.

# Applying Data to Outreach

- Use data resources such as <http://www.CensusHardToCountMaps.org> to identify Asian neighborhoods with the potential for low or non-response.
- Data combined with local knowledge will enable targeted messaging and strategies to engage Asians.



# Applying Data to Outreach

- Canvassing
- Transit ads
- Location of Questionnaire Assistance Centers and Be Counted Sites
- Track real-time 2010 mail back participation rates
- Identify gaps in outreach coverage



# Federation Census Programs after Census 2010

- Evaluate our Campaign for effectiveness and lessons learned in preparation for Census 2020.
- Use momentum from Census 2010 outreach to increase awareness about the American Community Survey among Asians.
- Continue the work of the Federation's Census Information Center .
  - Update demographic briefs based on Census 2010 and upcoming 5-year American Community Survey data releases.
  - Create issued-based reports covering topics such as children, poverty and seniors.

