



How AAPI Organizations Can Support an Accurate 2020 Census

Background

Every ten years, the U.S. Constitution mandates that the Census counts every person in the U.S. Data from the Census is an important tool utilized by the federal government every day, and its accuracy is critical for allocating resources to schools, hospitals, roads, libraries, and many other public programs. In 2020, for the first time, most people will complete an online form, although paper and phone options will still be available. Many groups face barriers to getting counted: these “hard-to-count” populations include young children, communities of color, immigrants, and low-wage workers.

Census 2020 Overview

The U.S. Census Bureau will urge the vast majority of people to complete the Census online in 2020. Most households will receive a unique identification number, tied to an address, in the mail starting March 2020. This unique ID will be used to complete their questionnaire online or by telephone; households can also complete the Census without the ID. If a household does not respond by April 30, a Census worker will follow up in person to complete the questionnaire.

The U.S. Census Bureau will deliver the final state population totals and resultant reapportionment of seats in Congress to the President in December 2020. Census data is critical for allocating more than \$800 billion in federal funding each year. It guides redistricting processes for Congress. The top ten federal programs guided by the Census are, by size:

1. Medicaid
2. Supplemental Nutritional Assistance Program (SNAP)
3. Medicare
4. Highway Planning and Construction
5. Section 8 Housing
6. Title 1 Grants to Local Education Agencies (low-income schools)
7. National School Lunch Program
8. Special Education Grants
9. State Children’s Health Insurance
10. Head Start / Early Head Start Programs

Tactics for Census Outreach

Getting AAPI communities counted will require a variety of tactics, especially hard-to-count populations that face barriers of language access or immigration status. You can play a vital role in educating, engaging, and mobilizing AAPI communities around the 2020 Census. Given the barriers that face our communities, such as immigration status, limited English, and non-standard housing arrangements, getting AAPIs counted will require sustained and diverse outreach contacts.

Coordinate Field and Direct Outreach

- **Host community education events** to educate folks on the Census and engage them on getting counted.
- **Run a Census pledge card campaign.** Canvass neighborhoods and events at which you collect pledge card signatures, and build a list for outreach. Create a database of folks to educate, mobilize, and get counted.

- **Integrate Census outreach into existing efforts** such as voter registration drives, GOTV, or community events. Hand out flyers and put up posters about the Census in grocery stores, parades, festivals and other community events.

Train and Organize Volunteers on Community Outreach

- **Train volunteers** to do Census education and outreach.
- **Train organizers** to coordinate door-knocking from March-May 2020.
- **Build a database of contacts** through relational organizing to reach people that are difficult to contact through other means.

Utilize Digital Media

- **Use social media** to promote educational messages and engagement on Census. Make posts (in multiple languages) to drive folks to www.censuscounts.org and www.countusin2020.org.
- **Text Census messages** to community members and your audience using Hustle.

Communicate the Importance of Census for Labor and Jobs

- **Share talking points and materials** on the intersection between labor and Census with partner organizations.
- **Write op-eds and letters to the Editor (LTEs)** about the importance of Census to AAPI workers. Emphasize one or more of these messages:
 - Allocating adequate federal (or state and local) funding for the 2020 Census.
 - Highlight the impact of the Census on the allocation of public resources for schools, hospitals, roads, libraries, housing, businesses, and more.
 - Encourage local residents and AAPIs to participate in the 2020 count.
 - Focus on the importance of Census data for the allocation of funding to programs that strengthen the workforce, or how data are used to determine funds for schools and hospitals that impact education and healthcare jobs.
- **Sponsor or speak at local, state and national events** about the importance of the census to build awareness among the AAPI community.
- **Refer people to Census jobs** to serve as trusted messengers. Visit <https://2020census.gov/en/jobs> for toolkits and opportunities.

Connect with National, State and Local Partners

- **Connect with a state or local Complete Count Committee (CCC).** CCCs may develop locally-focused marketing materials such as talking points, posters, flyers, and infographics. They coordinate advocacy advocating for local and state funding on Census. Learn more at www.census.gov/2020completenesscount.
- **Become a U.S. Census Bureau Partner.** The U.S. Census Bureau provides an array of free support and materials. Learn more at www.census.gov/partners.
- **Meet with state and local legislators** to advocate for greater Census funding.
- **Establish partnerships** with community organizations working on the Census. Join partners in canvassing or engaging hard-to-count communities that they plan to target.