

c o u n t i n g

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a m e r i c a n s

**AN EVALUATION OF 2010 CENSUS
PROGRAMS & POLICIES**

AUGUST 2010

The Asian American Legal Defense & Education Fund
New York, NY

Founded in 1974, the Asian American Legal Defense and Education Fund (AALDEF) is a national organization that protects and promotes the civil rights of Asian Americans. By combining litigation, advocacy, education, and organizing, AALDEF works with Asian American communities across the country to secure human rights for all.

AALDEF focuses on critical issues affecting Asian Americans, including immigrant rights, civic participation and voting rights, economic justice for workers, language access to services, Census policy, affirmative action, youth rights and educational equity, housing and environmental justice, and the elimination of anti-Asian violence, police misconduct, and human trafficking.

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I. INTRODUCTION

Every ten years, the federal government conducts a census – a count – of the nation’s entire population. The data collected is used, among other things, to implement policies that affect the Asian American community, including: the allocation of more than \$400 billion in federal funds for social services; the enforcement of civil rights laws; the requirement for bilingual ballots; the apportionment of Congressional seats among states; and the political representation of racial and ethnic minorities through redistricting.

Asian Americans continue to be one of the fastest growing minority groups in the nation, estimated to number nearly sixteen million.¹ In an effort to encourage full participation in the 2010 Census, the Asian American Legal Defense and Education Fund (AALDEF) re-launched its Census Project in late 2008. AALDEF, a national civil rights organization, has more than three decades of experience in advocating for the Asian American community on census issues.

During the last census, AALDEF’s activities included litigation, policy advocacy, and community outreach and education. The activities were primarily concentrated in New York, New Jersey, and Massachusetts. At the conclusion, AALDEF produced a report, “Counting Asian Americans: An Evaluation of Census 2000 Programs and Policies,”² which provided recommendations for improving outreach to Asian Americans in the next census.

For the 2010 Census, AALDEF expanded the scope of its program, focusing on community outreach and education, training and technical assistance, organizing, and policy advocacy and assessment. We collaborated with community-based organizations (CBOs) in areas with the largest concentrations of Asian Americans in fifteen states: New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Georgia, Florida, Ohio, Michigan, Illinois, Texas, Louisiana, Washington, and California (See Attachment A for a complete listing of CBOs). In addition to providing feedback on their experiences working with the Census Bureau, staff members from the CBOs participated in AALDEF’s legal trainings on the census and utilized the multilingual fact sheets on census issues.

Overall, the 2010 Census appeared to be much more successful than prior censuses. The Bureau built upon and extended past efforts to educate racial and ethnic minorities about the decennial event. Such efforts included expanded language assistance programs and extensive in-language advertising campaigns to reduce language barriers and increase awareness of the census among new immigrants. Although nearly every program and operation was critical in ensuring

¹ The estimated number of U.S. residents in July 2009 identified as Asian alone or Asian in combination with one or more races. See U.S. Census Bureau, Population Division, Resident Population Estimates of the United States by Sex, Race, and Hispanic Origin: April 1, 2000 to July 1, 2009.

² http://aaldef.org/docs/AALDEF_Census_2000_Report.pdf

participation in the 2010 Census, there were still a multitude of problems, such as administrative delays and programmatic mistakes, which hindered its full success.

The purpose of this evaluation is to provide a final assessment of the successes and problems in the Bureau's outreach to the Asian American community. In February 2010, AALDEF released an interim assessment, which highlighted initial problems that community-based organizations encountered when working with their regional census offices from June to December 2009.³

In evaluating the 2010 Census, AALDEF took several approaches, such as:

- conducting personal interviews periodically with community leaders from CBOs throughout the country, including New York, Boston, Northern Virginia, District of Columbia, Philadelphia, Northern California, Chicago, Detroit, Atlanta, and Houston;
- convening monthly Asian American Census Task Force conference call meetings with national organizations;
- hosting two national conference calls in December 2009 and March 2010 that provided forums for Asian community-based organizations to give feedback on specific census activities in their communities;
- circulating an online National Asian American Census Task Force monitoring survey in late 2009, with over 105 CBOs participating in the survey; and
- interviewing regional and national census staff.

This report includes findings from our ongoing monitoring efforts. We first review key operations from the 2010 Census, as well as AALDEF's Census activities. Then we review and assess the Census Bureau's various programs. We urge the Bureau to take our final recommendations and observations into consideration as it begins to plan for Census 2020.

³ <http://www.aaldef.org/docs/Assessmentof2010CensusOperations.pdf>

II. ASIAN AMERICANS AND THE CENSUS

A. Background on Key Operations for 2010 Census

In preparation for the 2010 Census, the Census Bureau launched a comprehensive educational and public awareness campaign, as it strived to count every individual living in the United States as of April 1, 2010 or “Census Day.” The actual count is recorded through individual responses to census questions, which could be provided through an oral interview or a completed census form. The Bureau marketed the 2010 Census as “easy, important and safe,” emphasizing that only a “short 10-question form” would be mailed out to all households.⁴



- **2010 Census Timeline**

While there were many key periods of planning for the census, recent major operations included:

Address Canvassing (April to July 2009) – Census workers went door-to-door nationwide to update the master address file.

Paid Media Campaign – Three Phases

Awareness Phase (January to March 2010) – Intended to increase public awareness of the 2010 Census.

Motivation Phase (March to April 2010) – Intended to motivate people to complete and return the census form by April 1.

Non-Response Follow-Up Phase (April to June 2010) – Intended to encourage nonresponsive households to cooperate with census-takers.

Census Questionnaires Delivered (mid-March 2010) – US Postal Service delivered census forms to every household or mailing address.

Census Replacement Questionnaires Delivered (early April 2010) – Households in select census tracts received replacement census forms. The selection was based on Census 2000 mail response rates.

Non-Response Follow-Up (May to July 2010) – Census workers visited households that did not mail back the completed form by mid-April 2010. Follow-up visits consisted of personal interviews with the head of the household.

⁴ In 2000, one in every six households received what was known as the “long form” – a more detailed questionnaire with additional questions on socioeconomic and housing characteristics. Beginning in 2006, the American Community Survey (ACS) replaced the decennial long-form. The ACS, which asks questions about citizenship, income, employment, and English proficiency, is distributed to 250,000 households per month.

- *2010 Census Programs and Outreach Strategies*

To ensure that every resident in the United States could be counted, the Bureau improved upon and replicated methods undertaken in the previous census. For example, to better reach non-English speakers, the Bureau continued to provide census questionnaire forms in languages other than English, including Chinese, Korean, and Vietnamese. Other Asian language minority groups were covered under the Language Assistance Guides. If individuals did not receive a form in the mail, additional forms were made available in select locations in the neighborhood. The Bureau also made concerted efforts to hire enumerators from the neighborhoods in which they would be conducting door-to-door follow-up operations.

In addition, the Bureau revitalized the national Partnership Program, which provided for the hiring of Partnership Specialists and Assistants to reach out to hard-to-count communities, faith-based groups, businesses, media, schools, and elected/appointed officials. Congress had appropriated an initial \$130 million for the program, which limited the number of Partnership staff that could be hired. When the Bureau received an additional \$120 million from the economic stimulus package, it was able to expand the program and hire a total of 2,700 Partnership staff nationwide.

Another key component of the Partnership Program was the recruitment of community-based organizations (CBOs) as “partners” of the 2010 Census. By signing up as partners, CBOs “formally pledged their commitment to share the 2010 Census message and mobilize their constituents in support of the Census Bureau’s goal of achieving a complete count.” Partners did not receive financial support from the Bureau to conduct their activities. The Bureau ultimately signed up 200,000 partner organizations nationwide.

During the peak season of census activities (March to April 2010), the Bureau implemented several programs to assist limited-English proficient respondents in filling out their census forms, including:

- Questionnaire Assistance Centers (QACs), which provided one-on-one assistance;
- Telephone Questionnaire Assistance (TQA) hotlines, which provided individuals with oral assistance in Chinese, Korean, Vietnamese, Spanish, Russian, and English; and
- Language Assistance Guides, which were available in fifty-nine languages to assist individuals in completing the English form.

In 2000, for the first time, the Bureau embarked on paid advertising campaigns to increase participation in the census. Because the campaigns were effective, the Bureau replicated those efforts in preparation for the 2010 Census, and allocated approximately \$340 million towards the 2010 campaigns. Advertising once again came in many forms, including television, radio, and print. Paid media materials were developed in 28 languages and dialects, including Mandarin, Cantonese, Tagalog, Vietnamese, Korean, Japanese, Khmer, Hindi, Hmong, Laotian, Thai, Urdu,

Bangla, and Arabic. In the last census, AALDEF had urged the Bureau to offer opportunities for a wide range of CBOs to preview and offer feedback on draft advertisements.

The Bureau’s programs offered diverse and innovative ways to encourage participation. Overall, the 2010 Census campaign was seen as a success, particularly because the mail back response rate, as of April 27, 2010, held steady at 72%, matching the Census 2000 response rate. This outcome was significant, given that participation in national surveys of all types had been on the decline over the last decade.⁵ The chart highlights the final response rates in states and specific cities where AALDEF conducted census activities.

While most participation rates remained close to levels attained in 2000, some areas like Palisades Park, NJ and Fairfax County, VA, were unable to match those rates. Final participation rates, which will include late mail back forms and Be Counted forms, are expected to be released in the fall of 2010.

| Final Participation (Mail back Response) Rates | | | |
|---|-------------|--------------|---------------|
| | <u>2000</u> | <u>2010*</u> | <u>Change</u> |
| United States | 72% | 72% | None |
| California | 73% | 71% | -2 |
| - San Francisco | 68% | 69% | +1 |
| - San Jose | 74% | 74% | None |
| Washington, DC | 66% | 69% | +3 |
| Georgia | 69% | 70% | +1 |
| - Atlanta | 65% | 65% | None |
| Illinois | 73% | 75% | +2 |
| - Chicago | 58% | 63% | +5 |
| Massachusetts | 74% | 73% | -1 |
| - Boston | 59% | 61% | +2 |
| - Lowell | 67% | 64% | -3 |
| Michigan | 77% | 77% | None |
| - Detroit | 67% | 62% | -5 |
| - Hamtramck | 55% | 55% | None |
| New Jersey | 73% | 72% | -1 |
| - Palisades Park | 67% | 60% | -7 |
| - Fort Lee | 72% | 72% | None |
| - Jersey City | 55% | 57% | +2 |
| New York | 66% | 67% | +1 |
| New York City | 57% | 60% | +3 |
| - Manhattan | 62% | 67% | +5 |
| - Queens | 56% | 59% | +3 |
| - Brooklyn | 52% | 55% | +3 |
| Pennsylvania | 76% | 76% | None |
| - Philadelphia | 61% | 63% | +2 |
| Texas | 68% | 69% | +1 |
| - Houston | 64% | 67% | +3 |
| Virginia | 73% | 76% | +3 |
| - Fairfax | 81% | 76% | -5 |
| Source: U.S. Census Bureau website | | | |
| * Official Participation Rates as of April 27, 2010 | | | |

⁵ U.S. Census Bureau, Press Release, “America Matches Mail Participation Rate from 2000 Census,” April 23, 2010, <http://2010.census.gov/news/releases/operations/america-matches-participation-rate.html>.

B. AALDEF's Census Program

In 2008, AALDEF re-launched its 2010 Census Project, a multi-faceted program utilizing advocacy, public education, trainings and legal support. To further maximize the effectiveness of the Bureau's efforts to accurately count Asian Americans, AALDEF also monitored census activities at the local and regional levels. Specific components of AALDEF's census work included:

- **Advocacy**

AALDEF, along with other national civil rights groups, worked continuously to present community concerns to top census officials and policymakers in Washington, DC and Census Bureau Regional Directors. We were engaged in the following efforts:

- Encouraging the hiring of bilingual Asian partnership specialists in regions with large concentrations of Asian residents;
- Securing additional assurances regarding the confidentiality of census information to protect the anonymity of respondents;
- Advocating for input from organizations in developing the paid media campaign; and
- Expanding the language assistance programs.

Partnership Specialist Hires

AALDEF's advocacy efforts around Partnership Specialist hires began in May 2009, when we canvassed eight Regional Offices – Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit, New York, and Philadelphia. We found that many were still in the early stages of hiring their bilingual specialists, and subsequently used the opportunity to advocate for specialists who could effectively outreach to Asian American and immigrant populations.

In November 2009, we re-canvassed the Regional Offices to determine whether our concerns had been taken into consideration. We also reached out to additional Regional Offices – Denver, Kansas City, Los Angeles, and Seattle – to gain a national picture of Asian Partnership Specialist hires. While some Regional Offices responded well to our recommendations, others neglected to consider them. We remained concerned with the gaps in Chicago, Charlotte, and Detroit. There were significant Asian American communities in those areas that required assistance from Partnership Specialists who spoke their languages.

Notwithstanding these region-specific issues, we found that most Regional Directors understood the importance of hiring specialists who reflect the cultural and linguistic diversity of their regions. In fact, some Regional Offices, such as New York and Dallas, took action on our recommendations, and subsequently hired appropriate specialists. We spoke with many specialists and coordinators who were eager to provide the necessary information to us.

Confidentiality of Census Information

Throughout the census awareness period, Bureau officials constantly assured the public that all information provided to the census would be kept confidential, and those who committed violations would be subject to “severe penalties.” Although CBOs generally understood the Bureau’s message about confidentiality, they also recognized that much had changed since the last decennial census. Community leaders desired further and more detailed assurances, since they were being asked to relay this message to their members and clients.

In response to community concerns, AALDEF conducted a legal analysis of the strength of the confidentiality protections, including a comprehensive review of compliance efforts, enforcement mechanisms, and past violations. Numerous Freedom of Information Act Requests were submitted to the Census Bureau and the Department of Homeland Security.

AALDEF asked US Attorney General Eric Holder to issue a legal opinion, confirming that the USA Patriot Act would not compromise the confidentiality of census information. In early March 2010, the Department of Justice issued a letter stating that the Patriot Act does not trump federal confidentiality laws when it comes to the census. Although this letter was released late in the process, it encouraged many community leaders to continue convincing their constituents that it was safe to participate in the census.

- **Public Education**

Early in 2009, AALDEF promoted culturally sensitive and language-specific community education efforts to ensure Asian Americans understood the importance of the census and its benefits. We developed fact sheets that focused on confidentiality, language assistance, and the relationships of the Census to bilingual ballots, political representation and redistricting (See [Attachment C](#) for examples of the materials). The fact sheets were available in 13 Asian languages – Chinese, Korean, Hindi, Gujarati, Punjabi, Bengali, Urdu, Vietnamese, Khmer, Lao, Tagalog, Japanese, and Arabic. Our fact sheets were unique in that they focused on specific issues and concerns that were not necessarily covered by the Bureau’s materials.

The resources that AALDEF provided were particularly helpful for community-based organizations because the Bureau’s materials were sometimes too general and vague to be effective. For example, the Bureau’s multilingual flyers and posters often left residents with more questions about how to participate in the census. AALDEF’s materials contained richer information regarding specific census operations, such as when households should expect to receive census forms.

AALDEF also worked with the ethnic and mainstream media to inform the public about the importance of participation, as well as problems in the execution of certain operations. For example, we promoted key findings about the confidentiality of census information, which

helped community-based organizations develop strategies to encourage new immigrants to participate.

During Asian Pacific American Heritage Month in May 2010, we conducted several “Open a Door to the Census” press conferences in Massachusetts, New York, New Jersey, the District of Columbia, and Northern Virginia. For those events, we took a free-standing door to Asian American neighborhoods, and hosted a press conference with a census employee playing the part of an enumerator on the other side. Our message was, “When the census comes to your home, open the door!” and we literally opened a door. Census Bureau Director Robert Groves participated in the event that was held in Northern Virginia.



Census Bureau Director Robert Groves “opens a door” to a census taker outside of the Hmart in Fairfax, VA

• **Legal Support**

AALDEF conducted twelve legal trainings across the country during the months leading up to Census Day. Cities included:

- Atlanta, GA
- Chicago, IL
- Washington, DC
- Houston, TX
- New York, NY
- San Francisco, CA
- Boston, MA
- Dallas, TX
- Hamtramck, MI
- Newark, NJ
- Philadelphia, PA
- San Jose, CA

Attorneys provided the following information: an analysis about the strength of the confidentiality protections, legal procedures for dealing with census employees who violate

confidentiality, an explanation of the confidentiality protections in light of the Illegal Immigration Reform Act of 1996 and USA Patriot Act of 2001, the rights and responsibilities of community-based organizations in advising their clients to participate in the census, and the individual benefits for undocumented immigrants to participate in the census.

We also organized a Congressional Staffers Briefing with the Congressional Asian Pacific American Caucus. The briefing included topics from our legal training, as well as the following: best practices in assisting district CBOs to mobilize on the census, an explanation of the relationship between the census and bilingual ballots and redistricting, and an interim assessment of the Bureau’s outreach to the Asian American community. Other panelists included staff from OCA and South Asian Americans Leading Together.

The goal of the trainings was to provide legal advice to our partners and clients, both of which included undocumented immigrants and the agencies that serve them, and to inform them whether Asian Americans could safely respond to the census. Community organizations found the trainings very informative and timely. One participant commented that it was great to hear an honest assessment of the confidentiality provisions given by someone who was not affiliated with the Census Bureau.

- **Monitoring**

AALDEF also established a Census Monitoring Project to survey and categorize problems as they occurred during the census awareness and enumeration periods. Individuals were able to report problems and potential violations of law to AALDEF through a multilingual telephone hotline and online form. We worked to resolve problems as they arose. In addition, throughout the census outreach periods, we continuously provided updates to our community partners and media contacts.

http://www.aaldef.info/

ASIAN AMERICAN LEGAL DEFENSE AND EDUCATION FUND

Census Problem Report Form

All Information is Confidential

Your Name Phone

Address

Ethnicity Native Language

Date of Incident Time of Incident

English
日本語
한국어
繁体中文
Tiếng Việt
عربي
ਪੰਜਾਬੀ
اردو

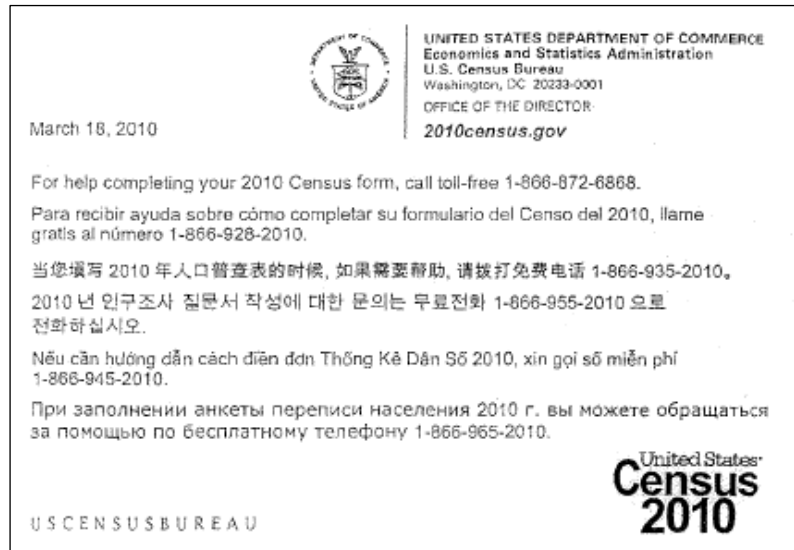
III. OBSERVATIONS AND FINDINGS

A. Census Questionnaire Forms

The census headcount is derived from individuals responding to the Census via questionnaire forms. In early March 2010, the Census Bureau sent an “advance letter” followed by a postcard notice to every household. The letter was to alert recipients to the arrival of census questionnaire forms. In mid March 2010, the Bureau sent census forms in English to every household. Individuals could then submit requests for translated forms. All forms were due by April 1, 2010, or “Census Day.” Additional census forms or “Be Counted” forms were available at neighborhood locations designated as “Be Counted” sites or Questionnaire Assistance Centers.

- *The Advance Letter and Translated Census Forms*

In 2000, at the urging of Asian community-based organizations, the Census Bureau sent out advance letters, with instructions in Chinese, Korean, Tagalog, and Vietnamese, notifying households about the upcoming census. For many households, these letters were the only direct correspondence from the Bureau with in-language instructions on how to get language assistance or translated census forms.



Example of Follow-Up Postcard Notice from Census Bureau

For 2010, the Bureau initially confirmed that it would not provide multilingual instructions, as it did in 2000. Officials stated that only bilingual letters (English/Spanish) would be sent to households in early March. After advocacy groups, such as Chinese for Affirmative Action, and elected officials in San Francisco expressed their concerns over this change, the Bureau decided to include three Asian languages – Chinese, Korean, and Vietnamese – in the advance letter and follow-up postcard notice.

Despite this positive policy development, very little was done by the Bureau to inform the public of these early pieces of substantive correspondence. Instead, local community organizations undertook efforts to ensure that their members or clients understood how to obtain language assistance. The letter itself did not contain information on how to obtain assistance and directed recipients to the 2010 Census website. These directions were not helpful for those individuals who may have had difficulty accessing the internet. While the postcard notice did provide the

toll-free hotline numbers, many limited-English proficient respondents reported that they experienced problems when calling the hotlines for assistance.

One community leader from the Korean American Voters' Council in Flushing, Queens, remarked that it would have been more practical to include a pre-paid postcard with the advance letter, so that recipients could simply mail in their request for a translated form. He further commented that those individuals who took the initiative to call the hotline, as instructed by the postcard, found it difficult to get answers to basic questions. For example, in order to successfully request a translated form, an individual needed to provide the unique bar code number located on his or her English census form. Without the English census form on hand, an individual could not easily request a translated form. Moreover, some received the translated form very late, or did not receive it at all.

- *Mailing of Census Questionnaire Forms*

The Bureau's Address Canvassing efforts, which took place in the spring of 2009, largely determined the final list of mailing addresses that would receive census forms. Nevertheless, a number of households were still missed in the process. For example, many poor, working class, and undocumented immigrants live in units not legally authorized or which may not receive regular mail delivery. Some live in illegally converted basements and attics. Moreover, the recent economic downturn coupled with high rates of unemployment has forced many people out of their homes, some of whom now live with multiple families.

Due to various factors, many households reported that they never received a census form in the mail. Complaints came from individuals in Atlanta, GA; New York, NY (parts of Chinatown, Flushing, Richmond Hill, Jackson Heights); Jersey City, NJ; and Philadelphia, PA (Montgomery County). One community organization in Flushing, Queens recalled seeing stacks of census forms piled up in the lobbies of apartment complexes. When the staff member contacted the Bureau and informed a census worker about the problem, he was told that the postal worker had "probably been lazy" and did not want to deliver the forms.

Even when forms were delivered, some individuals were still unable to get counted in the census. For example, in households with multiple families, individuals reported that one family may have completed the form, but other families did not. It was not uncommon to have as many as six to ten residents, often undocumented immigrants, occupying a single unit. These individuals had no familial relationship and were likely to be missed. In effect, recipients of the form did not necessarily understand that all individuals living in that housing unit needed to be listed.

Because of the Bureau's successful media campaign around Census Day, many people also believed that the "deadline" to submit census forms was April 1, 2010. Therefore, those individuals who still had not received their forms by late March were understandably concerned.

However, instead of directing respondents to neighborhood locations where they could pick up blank census forms, the Bureau recommended that they wait for the replacement forms in the mail. These instructions generated much confusion, since the Bureau did not have a media strategy to inform the public about the second mailing.

Collectively these problems potentially undermined the goal of achieving an accurate count. Specifically, the results from the mail back responses directly informed the Bureau's procedures for following up with non-responsive households. For example, when households did not receive census forms in the mail, it was likely that census enumerators would not be dispatched to follow up. If the Bureau was unaware of the existence of a household, it was assumed there was no one to count. Moreover, if a form was delivered to a multi-family household and returned, the household would be deemed a "responding household," even if only one out of several families completed the form.

- ***Be Counted / Questionnaire Assistance Center (QAC) Programs***

Similar to its efforts in 2000, the Bureau launched the Be Counted and Questionnaire Assistance Center (QAC) programs in mid-March 2010. Be Counted sites were public locations – community centers, health clinics, grocery stores, churches – where blank Census forms could be picked up and dropped off. QACs were typically spaces, donated by community partners, where individuals could receive personal assistance in filling out their forms. All QACs were also Be Counted sites, which meant blank forms were available at those locations too.

In 2000, AALDEF witnessed firsthand the problems of the Be Counted / QAC programs, particularly as a result of poor planning, execution, and administration. Some community-based organizations (CBOs) that had signed up to be a QAC were never officially selected. Few people knew where to get assistance, because QAC lists were not available or widely advertised. The hours of operation at some QACs were also inconvenient for residents who could only take time off in the evenings. Finally, the blank Be Counted forms provided to QACs did not always correspond to the community's language needs.

In 2010, similar to problems encountered in 2000, many CBOs found a lack of information regarding the procedures to sign up as a QAC or Be Counted site. Several community leaders in Chicago, Detroit, Los Angeles, New York, Philadelphia, and San Jose remarked that they had to be "very diligent" about following up with their respective Partnership Specialists, because they received little to no contact from the Bureau regarding the status of their QAC applications. Other groups never received confirmation as to whether they were designed a QAC or Be Counted site. In New York, AALDEF had to follow up directly with the Regional Director because the local census offices were unable to provide concrete responses.

The Bureau relied heavily on its website as a means of communicating information to the public. The Bureau developed an interactive map, which was meant to provide up-to-date information on locations of Be Counted sites and QACs. Numerous glitches, however, prevented users from fully accessing relevant information on the website. For example, a number of QACs did not even have the correct information regarding the language assistance offered and hours of operation. One Chinese community organization remained listed as a site that offered Spanish language assistance, even after a staff person resubmitted correct information. Some confirmed sites, including AALDEF, were missing from the map altogether.

In 2010, the Bureau generally chose effective sites that were located in highly trafficked areas of major immigrant neighborhoods. Sites included banks, places of worship, ethnic supermarkets, and CBOs. However, the lack of publicity about the locations of QACs and Be Counted sites was apparent. Many CBOs felt that the Bureau should have produced translated fliers with information on where to pick up blank forms or obtain assistance. The hard-to-count populations – limited English proficient, new immigrants, and the elderly – were less likely to visit the Bureau’s website to determine the closest QAC or Be Counted site.

In New York, AALDEF volunteers canvassed different neighborhoods, including Chinatown, Flushing, and Jackson Heights, to evaluate the quality of the sites. We confirmed that the Bureau’s website did not always provide the correct information about the type of assistance available at certain locations. Some QACs and Be Counted sites complained that the Bureau failed to replenish forms in a timely manner. For example, the staff from Adhikaar in Woodside, Queens, reported that they called their local census office for four days in a row before they received another set of blank forms.

Compared to the previous census, the Be Counted and QAC programs were more organized and effective. Final site selections were generally located in the areas where assistance was most needed. As a result, very few site changes were required. However, the Bureau could have done more to promote the availability of Be Counted forms and the QACs. The average person was not likely to know about the programs because there was little to no publicity. At times, administrative problems and snafus, such as a shortage of blank Be Counted forms, undermined the CBOs’ ability to assist members and clients who wanted to participate in the census.

Recommendations:

- Develop promotional materials about the Advance Letter and Be Counted forms to ensure that limited English proficient households are aware of the ways in which one could obtain language assistance in filling out the census form.
- Incorporate a pre-paid postcard into the Advance Letter so that recipients can mail in their request for a translated form.
- Provide centralized, concrete information about the steps that individuals should take if they do not receive a census form in the mail.
- Work with community-based organizations to better publicize Be Counted sites.

B. Language Assistance

The Census Bureau retained many procedures that had proven to be effective in helping limited-English proficient individuals to complete their forms. They were: (1) Telephone Questionnaire Assistance (TQA) hotlines providing oral assistance in Chinese, Korean, Vietnamese, Russian, Spanish, and English; (2) Language Assistance Guides translated into fifty-nine languages; (3) Multilingual Promotional Materials; and (4) Questionnaire Assistance Centers (QACs), or neighborhood locations providing in-person assistance, census forms, and assistance guides.

- ***Telephone Questionnaire Assistance (TQA) Hotline***

First, the Telephone Questionnaire Assistance (TQA) hotline had the capacity to assist many non-English speakers. Generally, callers who spoke the languages supported by the TQA were able to obtain assistance. However, certain obstacles prevented the Bureau from maximizing its effectiveness.

Early on, when the hotline first opened in late February 2010, some TQA operators were unable to answer basic questions about census operations. One Korean operator had to transfer the call to his supervisor who only spoke English. Another Vietnamese operator tried to answer questions by reading from the official Census manual, which caused further confusion because the operator was not able to read Vietnamese very well. In addition, for several weeks, the Chinese hotline was only offered in Mandarin. After receiving complaints from community-based organizations, the Bureau expanded its language assistance, adding Cantonese to the lines.

While the Bureau eventually improved the quality of the TQA, the changes came too late, as some organizations had stopped referring individuals to the hotline. Therefore, for several weeks in March 2010, limited English proficient callers could not get appropriate assistance from the TQA. Ultimately, operators needed better training in providing assistance and answering commonly asked questions.

There was also a lack of assistance for other Asian language minority groups. In August 2009, AALDEF had also asked the Bureau to expand the languages offered by the TQA. We were concerned that some emerging populations would not be able to obtain the appropriate in-language assistance. The Bureau denied AALDEF's request, stating that the QACs would be able to adequately assist limited English proficient respondents. While QACs are important and work very well in certain areas, we recognized that not all populations have sufficient community infrastructures in place to establish QACs.

For example, the New York City South Asian Census Task Force reported that it received numerous calls from individuals throughout the country, including Georgia, Virginia, and South Carolina. Their hotline offered language assistance in many South Asian languages, including Bangla, Gujarati, Hindi, Nepali, Punjabi, Sinhalese, Tamil, Tibetan, and Urdu. For the month of

April, the Task Force received an average of forty calls per week. One of the census outreach organizers believed that the high volume of calls was a direct result of effective transit and outdoor multilingual advertisements coordinated by the Asian American Federation.

- ***Language Assistance Guides***

The Language Assistance Guides were supposed to aid language minority groups for which the Bureau had not provided translated census forms or language assistance via the TQA hotline. The Guides were available in a sufficient number of Asian languages.⁶ However, there were some gaps. Organizations working with emerging populations could have benefited from having Guides in other languages, including Keran, Mongolian, Sinhalese, and Tibetan.

The Bureau supplied a set of Guides for most QACs, but it would have been more beneficial if those Guides had also been sent earlier to all organizations partnering with the 2010 Census. Very few individuals were able to easily reference the Guides, since they were only available on the Census website. One organization commented that the Guides were useful, but “hidden,” since the website was quite difficult to navigate. Because there was no effective distribution system for the Guides, organizations often had to photocopy the Guides at their own expense.

- ***Multilingual Educational Materials and Promotional Items***

In 2000, the Bureau experienced problems with its census awareness campaign because it had very few useful translated educational materials on the census. Materials that were available were too general, came out too late, or had mistranslations. AALDEF received complaints, stating that the materials available rarely provided technical answers about how to fill out the form and where to get help.

The Bureau appeared to be more prepared for the 2010 Census, especially since it was able to release the first set of translated materials in October 2009, a marked improvement from 2000 when materials were not available until much later in the year. In general, community leaders were pleased to find that materials were translated into many Asian languages. The materials – posters, palm cards, and fliers – were sufficient for conducting basic outreach. However, there were not enough materials that provided substantive information.

For example, the Bureau produced colorful posters (p. 16) that alluded to the importance of participating in the Census, but never actually addressed questions of how to participate or where to get language assistance. Those materials focused on easy slogans, rather than practical

⁶ Language Assistance Guides were available in Arabic, Bangla, Burmese, Cebuano, Chinese, Farsi, Gujarati, Hindi, Hmong, Ilocano, Japanese, Khmer, Korean, Laotian, Malayalam, Nepali, Punjabi, Tagalog, Tamil, Telugu, Thai, Urdu, and Vietnamese.



Examples of Translated Outreach Posters – Bangla, Korean, and Khmer (L to R)

education. In our interim report to the Bureau, we urged officials to create translated materials that offered technical answers to common questions about census procedures.

Even the Bureau’s system for distributing materials seemed inefficient. Some groups complained that they received materials that did not correspond to their language needs. For example, in Chicago, CBOs requested materials in Asian languages, but were given posters and fact sheets in English. Others were only able to receive translated materials at events where Partnership Specialists were present. There appeared to be an overwhelming consensus among various CBOs across the country that too many large posters were produced, but not enough translated palm cards were made available.

The Bureau also provided a range of promotional items, such as pens/pencils, key chains, canvas bags, baseball caps, T-shirts, and magnets. While these items were popular, some CBOs commented that such items should have been distributed earlier in the year, since groups had already been conducting census outreach in February. Some items did not come out of headquarters until May or June. At that point, many Partnership Specialists were clearly trying to give away the excess items, but the critical community education period had passed.

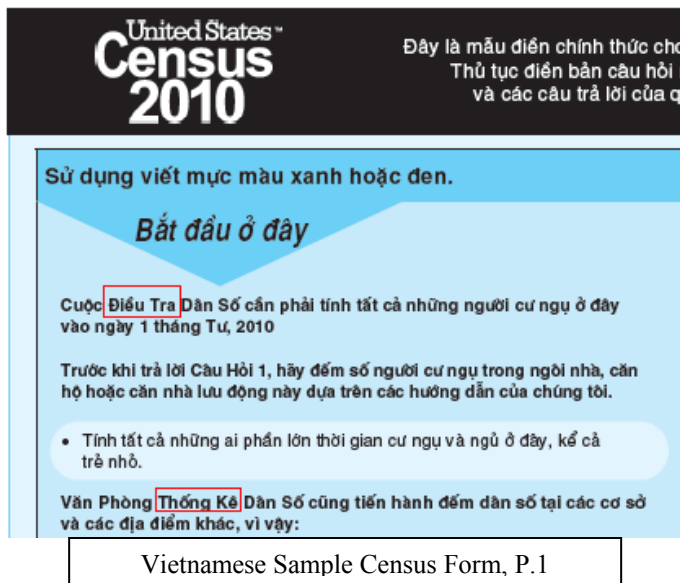
Despite these minor flaws, the Bureau’s outreach materials and promotional items were critical to generating awareness about the census. Timely distribution of the materials to CBOs and the community would have greatly maximized their effectiveness.

- **Mistranslations**

For the most part, the Bureau’s materials were translated well. However, materials for some languages contained problems. As in English, words and phrases in Asian languages are read contextually. Community organizations complained that the word for “census” had been poorly

translated in Vietnamese and Bangla. Typos and formatting errors were also discovered on final products in Korean and Urdu. Translated materials should have been proofread by native speakers or other qualified individuals.

In California, community leaders complained about the poor translation of “census” in Vietnamese. This had been a problem highlighted in the last census. Specifically, they noted that the Bureau had been inconsistent in its choice of words, using both “điều tra” and “thống kê” interchangeably. For some members of the Vietnamese community, “điều tra” or “government investigation” carries a negative connotation because it is associated with the communist regime. The Bureau was able to correct its online materials, which demonstrated a willingness to proactively respond to problems.



However, officials were unable to correct the printed forms, due to time constraints.

The Bureau’s translations for Korean Census materials, such as the Be Counted form and the Language Assistance Guide, were described as poor and awkward. Both documents contained errors that confused respondents. On the Korean Be Counted form, “county” was mistranslated as “nation.” In the Language Assistance Guide, the translated instructions for the race question (#9) read “Mark only one,” whereas the English version read “Mark one or more boxes.”

Finally, many South Asian community organizations in New York found problems with the Bangla and Urdu translated materials. One Bangladeshi community organizer commented, “It was like they invented new words in Bangla.” These mistakes could have been avoided had the Bureau consulted its community partners. Many leaders were willing and able to serve as proofreaders.

- **Questionnaire Assistance Centers (QACs)**

Census Questionnaire Assistance Centers (QACs) were once again key components of the Bureau’s language assistance program. QACs were supposed to provide private and personalized assistance to those individuals who wanted to participate but required help. For the 2010 Census, the Bureau implemented one critical administrative change: ensuring that all QACs would have access to Be Counted forms. In the last census, not all QACs had blank census

forms available on-site, which meant that individuals who needed assistance but did not have their forms had to go elsewhere to pick them up.

In general, QACs were able to meet those minimal goals. However, there were still some technical and logistical problems that undermined the effectiveness of the QAC program. Problems included poorly trained QAC staff, lack of publicity about the program, and shortage of census forms.

From the beginning, it was evident that better quality control measures were needed in the hiring of employees to staff QACs. Some QAC employees were hired to work in communities with large numbers of limited-English proficient individuals, but they did not speak the language(s) needed to serve the client base. CBOs reported such problems occurring in San Jose (Japanese), Philadelphia (Korean), New York (Nepali), and Chicago (Korean). For example:

- A census organizer in Chicago described one older non-Korean man as unhelpful, because he simply “sat behind the desk and read his books during the allotted time.”
- A complete count committee volunteer in Philadelphia recalled that the staff member sent to assist Korean senior citizens could not even figure out how to write their first and last names in the correct boxes on the form.

In some cases, census employees provided inaccurate and misleading instructions to individuals seeking their assistance. In Queens County, New York, CBOs observed that census staff had been erroneously instructing all South Asians to check off Asian Indian, even if they were not from India (e.g., Bangladesh, Nepal, or Tibet). In a few instances, the community leaders were able to correct the mistake before respondents completed and mailed back their forms. However, some census staff continued to provide incorrect information to the community. Moreover, the census staff claimed that they were merely following instructions given to them at their trainings.

Many CBOs complained that community members did not know about the availability of these language assistance programs. The Bureau believed that individuals who needed help would go to the website, and search for the closest QAC.

Recommendations:

- Provide a mechanism for knowledgeable community partners to review translated materials before they are finalized.
- Distribute educational materials and promotional items to census partners earlier in the campaign.
- Work with CBOs and media partners to publicize language assistance programs.
- Expand efforts to provide well-trained, bilingual census staff who resemble the racial, ethnic, and linguistic makeup of the neighborhood.

C. Local Census Outreach and Education

The Regional Census Centers and Local Census Offices (LCOs) had vast resources to conduct outreach and encourage people to participate in the 2010 Census. This section describes and evaluates: (1) Partnership Specialist Hiring; (2) Partnership Outreach and Communications; (3) Local Census Office Outreach; and (4) Partnership Support Program.

- ***Partnership Specialist Hiring***

Partnership Specialists, particularly those with Asian language skills and a keen understanding of their communities, were vital in ensuring a full and accurate count. Their responsibilities included promoting the census in public venues, canvassing neighborhoods and CBOs to sign up as partners, and identifying potential Questionnaire Assistance Centers (QACs) and Be Counted Sites. Their activities enabled the Bureau to build and maintain networks within many ethnic communities. Partnership Specialists were assisted by Partnership Assistants, administrative staff who were paid by the hour and typically received less training.

As mentioned earlier, AALDEF's advocacy efforts around Partnership Specialist hires began in May 2009. We worked with Regional Offices and encouraged them to hire bilingual specialists who could effectively outreach to local Asian American and immigrant populations. We were particularly concerned with the following states: New York, New Jersey, Massachusetts, Rhode Island, Pennsylvania, Maryland, Virginia, Georgia, Florida, Ohio, Michigan, Illinois, Texas, Louisiana, Washington, and California.

We identified gaps in coverage in Boston (Southeast Asian/Rhode Island), Chicago (Asian), Charlotte (Korean/Northern Virginia), Detroit (Bangladeshi), and Philadelphia (South Asian and Cambodian/Greater Philadelphia; Vietnamese/Maryland). Although the Regional Offices were aware of our concerns, these problems continued to persist. There were significant Asian American communities in those areas that required outreach and assistance from Partnership Specialists who spoke their languages.

The Chicago Regional Office was particularly problematic. AALDEF, along with local Asian CBOs, made numerous requests to Regional Director Stanley Moore, asking for at least one Asian Partnership Specialist, preferably one with Korean language skills. It took the region six months to post a job opening for an Asian Partnership Specialist. One was ultimately hired, but it was very late, and CBOs had already executed many outreach activities without the assistance of the Bureau.

Notwithstanding these region-specific issues, we found that most Regional Directors understood the importance of hiring specialists who reflect the cultural and linguistic diversity of their regions. In fact, some Regional Offices, such as New York and Dallas, took action on our recommendations, and subsequently hired appropriate specialists to fill particular gaps in

coverage. Others, such as Chicago and Detroit, were less accommodating, and reacted poorly to our suggestions. Specialists in those regions were often highly overworked, as they had to cover substantial geographic areas.

- ***Partnership Specialist Outreach and Communication***

Although most Regional Offices had well-staffed Partnership Divisions, the level of outreach and support to CBOs varied throughout the regions. Most Partnership Specialists maintained ongoing relations with CBOs and provided regular updates about census operations and promotional items. Due to the efforts of dynamic specialists, the 2010 Census was highly visible at outdoor festivals, community fairs, workshops, and other public venues.

In some cases, however, certain partnership specialists were less successful. After the initial “partnerships” were formed, a number of Asian CBOs, including Asian Law Alliance in San Jose, CA, reported having to “hound” Census staff in order to obtain basic information, such as an updated listing of local Partnership Specialists and their area(s) of coverage for distribution among CBOs. Some specialists in the Seattle, Chicago, New York and Dallas regions were described as disorganized and difficult to reach. They often took as long as two or three weeks to respond to inquiries, even with consistent follow-up. Other CBOs reported that their requests for resources, such as in-language flyers, posters, fact sheets and other promotional materials, were not always granted.

One CBO in Chicago remarked that the local specialist had only provided 75 giveaway items, even though the group had already outreached to over 1,200 Asian Americans. Another CBO in New York said that despite “great working relationships” with the specialist, the accuracy of information given to them was often questionable.

Most Partnership Specialists were able to cultivate positive relations with CBOs. The quality of work, however, varied greatly from person to person. Some were active and reliable, while others were difficult and unknowledgeable. All Partnership Divisions should have encouraged their specialists to work with CBOs in a professional and more supportive manner. The Bureau recognized that CBOs were valuable partners, but more oversight was clearly needed to ensure that specialists reach out to CBOs in effective ways.

- ***Local Census Office Outreach***

Whereas the Partnership Specialists were in charge of outreach and education, the Local Census Offices (LCOs) were responsible for overseeing the Be Counted and QAC programs as well as executing Non-Response Follow-Up operations. However, very few LCOs were willing to work with existing CBOs or census partners. Many CBOs reported that LCOs were quite bureaucratic and inflexible with their programs. LCO employees often lacked knowledge about important census operations.

For example, LCOs were supposed to assist QACs and Be Counted sites with any operational issues or concerns. One CBO in Woodside, Queens, recalled speaking with an LCO employee who stated that it was “beyond her pay grade” to provide the requested information. The CBO staff person had simply wanted an update on the status of the agency’s application to be a QAC.

During the critical census enumeration period, some QACs that required replenishment of blank census forms encountered similar problems. They often had to make several requests before LCOs would send additional forms. One QAC ran out of English census forms, but was told that respondents could not use the other translated forms, even though they were essentially the same.

In other cases, LCOs were not very visible in the community. One CBO in Northern Virginia commented that organizations often had to reach out to their LCOs first.

Community groups seeking information or clarity on local operations were given conflicting information by LCO staff. Oftentimes, the unprofessional conduct of LCO staff undermined outreach efforts of CBOs and specialists. Again, this disconnect was a problem identified in the last census, but few improvements were apparent in the 2010 efforts.

- ***Partnership Support Program***

The limited funding for census was one of the obstacles preventing CBOs from working on the census. The amount of work needed for effective census outreach, as described by many CBOs, required the time of at least one full-time staff person. The Bureau acknowledged some of those barriers by reinstating the Partnership Support Program (PSP), which had been available during Census 2000 for groups that needed small amounts of in-kind funding.

In 2009, the Bureau announced that partner organizations could apply for up to \$2,999 in PSP in-kind funding, which would pay for outreach materials, supplies, and space rentals. Most Partnership Specialists informed their partners about the program. The Boston Regional Office proactively mailed applications to CBOs that had executed some form of census outreach.

In other regions, however, more transparency and information about the application process would have been helpful. For example, many CBOs reported that they were unable to obtain a PSP application, even after repeated requests. One frustrated census coordinator wondered why the application could not be downloaded from the Census website.

Notwithstanding these administrative flaws, a number of Asian CBOs in New York, Boston, Los Angeles, San Francisco, and Atlanta, successfully applied for and received in-kind support. However, in San Jose, many CBOs applied for in-kind support, received approval, but never

received the funding to pay for their events. Some CBOs believed that “the grant did not exist” because they did not know of any other groups that had received the support.

Recommendations:

- Institute a system for issuing outreach grants to census partners.
- Establish community-based census task forces to work with CBOs.

D. Other Operations

• ***Paid Media Campaign***

In 2000, the Bureau launched an unprecedented \$166 million advertising campaign for the census. The campaign was highly effective in stimulating broad awareness about the census. However, CBOs were not given opportunities to preview and offer feedback on draft advertisements. We had suggested in 2000 that the Bureau try to incorporate broader community feedback for the next census.

The Bureau’s estimated \$340 million paid media campaign in 2010 occurred in three phases. One began in January to build awareness around the Census. Another started in March to motivate people to complete and return the census questionnaire by April 1. A final effort was undertaken during the months of May, June, and July to encourage cooperation with the census takers who would be following up with households that did not return the form.

The media campaign could have been improved in a number of ways. More regional targeting of ads and ads focusing on specific operational phases, such as the QAC or Be Counted Form programs, would have been helpful. Although the campaign generated overall awareness, it left many viewers with more questions about how to participate. The Bureau never quite filled in those advertisement gaps.

Early on, we were concerned about the lack of transparency with regard to the in-language advertisements. We found that only two CBOs, of the hundreds that responded to our interim survey, were able to preview the creative work. Another CBO in California had asked to see early drafts of the advertisements, but its requests were denied.

Moreover, some community organizations criticized the campaign as being too vague or indirect. The multilingual posters with images of food and objects, for example, did not necessarily resonate with some communities. The Bureau did produce advertisements with images of family and people, which were highly effective but were not printed in bulk for distribution. Those ads emphasized the importance of getting one’s family and community counted.

Organizations also expressed concerns over the lack of messaging around privacy and confidentiality of the Census. For example, even though the Department of Justice released a letter on March 3, 2010, confirming that the USA Patriot Act would not override the confidentiality provisions of the Census Act, many people were not aware of this finding.

Finally, some communities were unsatisfied with the Bureau's outreach to local ethnic media. While many larger ethnic media outlets were included in the outreach efforts, some reputable but smaller outlets were likely to be missed. Those smaller outlets have a broad reach to the hard-to-count communities, but had limited capacity to competitively bid in the process. As a result, some emerging communities may have been overlooked in the advertising campaign.

For example, community organizations in Jackson Heights, Queens, reported having to place their own ads and public service announcements on local Bangladeshi television stations and newspapers. If not for their efforts, those media outlets would have been excluded. In the Tri-State area, the Asian American Federation also arranged to have multilingual transit ads placed on certain bus lines and subway stations. In stark contrast to the Bureau's campaign, the Federation's ads actually contained information on how to get language assistance in filling out the census form.

Ultimately, the Bureau was able to get out a broad message on the importance of the census, but when it came down to operational details, it was less successful.

- ***Non-Response Follow-up Enumeration***

The Non-Response Follow-Up (NRFU) operation was supposed to count all households and individuals that did not return the mailed census questionnaire form. The Bureau hired thousands of enumerators to canvass neighborhoods, but at times they did not speak the languages or dialects needed to successfully enumerate certain households. Moreover, enumerators were often not equipped with the appropriate materials to reach out to non-English speaking households.

One Chinese enumerator told AALDEF that the literature he was given to distribute on NRFU operations was only available in English and Spanish. He further stated that he ended up translating portions of the NRFU "Notice to the Resident" flier and writing in the margins of the notice, because it was not available in Chinese.

AALDEF conducted its "Open a Door to the Census" media campaign throughout May 2010, because we realized that the Bureau's NRFU campaign would be limited. Very few CBOs saw ads on television or in newspapers that actually educated the public about NRFU. Available ads were only seen on the website.

Toward the end of NRFU, the Bureau announced that it was close to reaching 100% completion of its workload. However, this does not mean that everyone was counted. The completion of the enumeration of one household meant that the Bureau made six attempts to contact residents of that household. If the occupants never opened their doors to the census taker, their responses would not be taken down.

For example, CBOs in neighborhoods with significant immigrant populations, such as Jackson Heights, Queens, and Northern Virginia, observed that many households were not opening their doors to census takers. The lack of aggressive media and partnership outreach may have contributed to this outcome.

IV. CONCLUSION

The Asian American population has grown significantly since Census 2000. As compared with prior censuses, there was far greater awareness of the 2010 Census. Nationally, mail back response rates held steady. In some cities, such as New York, Boston, and Houston, the rates showed great improvement. The Bureau's continued investment in large-scale language assistance programs, localized outreach and education, and a national paid media campaign helped encourage more cooperation and participation in the census.

The Partnership Program and advertising campaign helped raise public awareness about the census, even in the most difficult to reach segments of the Asian American population. Partnership Specialists, in particular, played critical roles in disseminating important information to traditionally undercounted communities. Resources like in-kind funding, educational materials, and varied promotional items also helped bolster participation in the census.

The support for partnering community-based organizations, whether through the hiring of bilingual Partnership Specialists or the Partnership Support Program, was extremely varied. After receiving feedback from community organizations, AALDEF agrees that the best way to support census partners is through an expanded and more robust Partnership Support Program. Many CBOs were willing to do the work, but required assistance. Some CBOs felt that the Bureau did not provide enough resources.

Finally, according to many service providers and advocacy organizations that serve immigrants, a moratorium on immigration raids would have been one way to ease concerns about the confidentiality of the census. The Bureau should have taken additional steps if it expected undocumented immigrants and other vulnerable communities to cooperate with census-takers during the enumeration period.

AALDEF expended considerable time and resources to complement the Bureau's existing outreach and education programs. We advanced critical policy issues to ease community distrust of the census and improve day-to-day operations. Our objective was to ensure Asian Americans receive their fair share of federal and state funds for social services and political representation. An accurate census is the first step towards realizing that goal.

V. ATTACHMENTS

- A. List of Community-Based Organizations that Provided Feedback on Census Outreach
- B. Select Press Clippings
- C. Community Education Materials

Attachment A
Community-Based Organizations that Provided Feedback on Census Outreach

National

APIA Vote!
BPSOS
Japanese American Citizens League
National Congress of Vietnamese Americans
National Korean American Service & Education Consortium
OCA National
South Asian Americans Leading Together

California

2010 US Census Committee for the People of Burma
Asian & Pacific Islander Older Adults Task Force
Asian American Center of Santa Clara County
Asian Law Alliance
Asian Law Caucus
Asian Pacific American Legal Center
Asian Pacific Policy & Planning Council
Chinese for Affirmative Action
East Bay Asian Local Development Corporation
International Children Assistance Network
Korean Resource Center
Laotian American National Alliance
National Asian Pacific American Families Against Substance Abuse
North American South Asian Bar Association
OCA Orange County
OCA San Francisco
Office of the County Executive - Santa Clara
Orange County Asian and Pacific Islander Community Alliance
Southeast Asia Resource Action Center
Taiwanese American Citizens League
United Cambodian Community

Washington, DC

Asian Pacific American Bar Association of DC
Asian Pacific American Institute for Congressional Studies
Asian Pacific American Legal Resource Center
OCA Greater Washington DC

South Asian Bar Association of DC

Florida

National Alliance to Nurture the Aged and the Youth
OCA South Florida Chapter

Georgia

Center for Pan Asian Community Services, Inc.
OCA Georgia

Illinois

Asian American Institute
Chinese American Service League
Korean American Resource and Cultural Center

Massachusetts

Asian American Civic Association
Asian Community Development Corporation
Chinatown Main Street
Chinatown Residents Association
Chinese Progressive Association
Greater Boston Legal Services

Michigan

APIA Vote-Michigan
Multicultural Community Center

New Jersey

OCA New Jersey

Nevada

Southern Nevada Asian Pacific Coalition for Census 2010

New York

2010 Korean American Census Task Force
Adhikaar
Asian American Federation
Asian Americans for Equality
Chhaya CDC
Chinatown Partnership
Chinese-American Planning Council
Filipino American Human Services, Inc.
MinKwon Center for Community Action
OCA New York
OCA Westchester & Hudson Valley Chapter
SEVA
South Asian Council for Social Services

Ohio

Asian American Council

Pennsylvania

Asian Pacific American Bar Association of PA
Cambodian Association of Greater Philadelphia
Philadelphia Chinatown Development Corporation

Texas

Asian American Bar Association of Houston
Asian Pacific Interest Section of the State Bar of Texas
Austin Asian American Bar Association
OCA Dallas Fort Worth
OCA Greater Houston

Virginia

Korean Community Service Center of Greater Washington
Virginia Complete Count Committee

Washington

Asian Pacific Islander Community Leadership Foundation
National Asian Pacific Center on Aging

Knock, Knock Open door to Census



Leaders and activists of various Chinatown groups took turns to speak about the importance of cooperating with census-takers and the benefits of participation. (Photo by Cody Yiu)

By Cody Yiu

On the afternoon of May 3, a bright, orange door emerged in front of the Chinatown Gate, and standing behind it was a man with a white badge slung around his neck. No, it wasn't a scene out of a sci-fi movie. Rather, it was skit by the Asian American Legal Defense and Education Fund (AALDEF) to promote the Census Bureau's Non-Response Follow-up Phase in which census takers canvass neighborhoods to follow up with households that did not return their census forms by mail. Household visits began on May

1, and is expected to last through early July.

In their native tongues, leaders and activists of various Chinatown groups took turns to speak about the importance of cooperating with census-takers and the benefits of participation: Anh Nguyen (Vietnamese); Senior Paralegal, Greater Boston Legal Services; Chealyn Tim (Khmer), Youth Director, Asian American Civic Association; Headmaster Bak Fun Wong (English), Josiah Quincy Upper School; Henry Yee (Cantonese), Co-Director, Chinatown Residents Association

SEE CENSUS, PAGE 3

CENSUS, CONTINUED FROM PAGE 1

tion; Tony Yee (English), Board Director, Chinatown Main Street; Alex Zhang (Mandarin), Community Planner and Organizer, Asian Community Development Corporation. Boston Councilors Felix Arroy and Ayama Pressley also joined the ranks of the Asian American representatives in showing their support for the Census. They maintained that the higher the response rates for Asian American communities, the more resources may become available for these populations.

Glenn D. Magpantay, AALDEF Democracy Program Director, said all Census takers

carry a white, government-issued identification card and an official "U.S. Census Bureau" black shoulder bag. He urged all those visited to ask Census takers for their identification.

As of Wednesday, April 28, the national mail-back response rate was 72%. The response rate for the state of Massachusetts was 73%, surpassing the national rate by 1%. In cities with large concentrations of Asian Americans, such as Boston (61%), Lowell (63%), Malden (63%), and Quincy (68%), the response rates trailed behind the statewide rate. In Lowell, many tracts were unable to match their 2000 rates, with the lowest rate at 47%. On

us tracts that make up Boston Chinatown surpassed their 2000 response rates, with the highest rate at 73%.

Co-sponsors of the May 3rd press conference included the Asian American Civic Association, Asian Community Development Corporation, Chinatown Main Street, Chinatown Residents Association, Chinese Progressive Association, Greater Boston Legal Services (Asian Outreach Unit), the Home Depot (South Bay/Boston) for contributing the orange door, and the U.S. Census Bureau.

Households that have not received a "Be Counted" form may call 1-800-966-549 to obtain a copy.

SAMPAN 舫

Vol. XXXIX
Friday, May 14, 2010
Knock, Knock
Open door to Census

The New York Times

Monday, April 26, 2010

It's Hard to Capture A Diverse City In 10 Questions

By FERNANDA SANTOS

The Vietnamese version of the 2010 census questionnaire used the words "dieu tra" to describe the population tally — but what the words really conveyed was something like a Communist government investigation. On Korean forms, "county" was translated into "nation." And the Chinese hotline offered information only in Mandarin at first, although elderly Chinese immigrants, who are less likely to be proficient in English, typically speak Cantonese.

Then there was this: In some questionnaire assistance centers in Queens, where people could get help filling out their forms, census workers instructed countless Bangladeshis to check "Indian" as their ethnicity.

"To have someone identified as something they're not is not only offensive, but it also drives a misallocation of resources and representation," said Glenn D. Magpantay, director of the democracy program at the Asian American Legal Defense and Education Fund, an advocacy group based in Manhattan.

So it goes, as the 2010 census tries to count and record New

Mistakes in the census spotlight the complexity of the undertaking.

York's richly and often ethnically mixed neighborhoods. There have been mistakes.

Mr. Magpantay and his colleagues were prepared. They wanted to be sure that, among other things, Asians would be counted appropriately — Indians as Indians, Bangladeshis as Bangladeshis, for example — and that the language on the forms matched the nuances of the words used in immigrant households.

The Census Bureau is preparing to send out census takers to households that did not return the forms, and they are training the takers to be especially attuned to these cultural differences — and subtle word meanings.

It has tried to hire immigrants as takers and place them in the communities they represent. But the lines and boundaries are not going to be 100 percent clear all the time. Case in point, Mr. Magpantay

City Room

News and conversation from the five boroughs.

nytimes.com/cityroom



said, is the Guyanese man who has been assigned to knock on doors in Maspeth, an overwhelmingly white neighborhood in Queens, even though there is a huge Guyanese community in nearby South Richmond Hill.

Lester A. Farthing, New York's regional census director, said the plan was to match heavily immigrant neighborhoods with census takers who speak the predominant languages there and understand the cultural nuances. That, he said, can go a long way toward making people comfortable sharing personal information with the stranger at the door.

Should census takers encounter a person whose language they do not understand, they are to show this person a language card to see whether the language can be identified. Someone who is fluent in that language will contact the home later to finish the job.

Mr. Farthing acknowledged that, with 30,000 questionnaire assistance centers providing help in 60 languages nationwide, mistakes were bound to happen. Still, he took issue with the misinformation given to Bangladeshis in Queens, saying that the centers where the problem happened were staffed by people who receive two days of training at best.

"We tell them that the census is all about self-identification, but there are people who come in and ask, 'What box do I check here?'" Mr. Farthing said. "The concept of picking a race or an ethnicity for non-American-born folks is not common."

Mr. Magpantay said that though no one knows how many Bangladeshis identified themselves as Indian in the questionnaires, the undercount could have meaningful consequences. "If we don't know the real size of the Bangladeshi population in a neighborhood, how are we going to know if the local hospital needs to have signs in Bangla?" he asked.

He said his organization was exploring legal options to see whether the forms could be tracked and the mistakes corrected. And that they will continue to monitor the operation once the census comes knocking.

世界日報

World Journal

Tuesday, May 4, 2010

Open the Door! Welcome the Visiting Census Taker

In Boston's Chinatown, Asian American community organizations demonstrate how Census Takers will knock on doors, show their identification and official 2010 Census backpack. Speakers encourage Asian residents who have not already completed the form to participate.

Pictured: Glenn Magpantay of the Asian American Legal Defense Fund (second from right in front) demonstrates how to greet a Census Taker who is visiting a household to conduct the personal interview

打開門！歡迎人口普查員到訪

亞美社團代表演繹調查員「敲門、出示證件和背包」動作 呼籲尚未填表寄表的亞裔居民參與



馬柏提(前右二)示範歡迎人口普查員到府訪問。
(記者唐嘉麗/攝影)

記者唐嘉麗

波士頓報導

2010年人口普查進入家訪調查階段，波士頓華埠和亞美社團代表們3日在華埠牌樓前共同呼籲波士頓及華埠的亞裔居民「打開門」，歡迎敲門到訪的調查員，參與並配合極為重要的聯邦人口普查。

來自本地不同亞美社團的代表們分別以越南、柬埔寨、英、粵、國(普通話)等語言，呼籲尚未填表寄表的亞裔居民合作及參與，並重演演繹調查員「敲門」、「出示證件和背包」的動作。

首先做範的亞美法律援助處民主項目主任馬柏提(Glenn D. Magpantay)指出，5月至7月是人口普查家訪期。

他說，人口普查與政府撥款、社區資源、政治代表權、自身福利都有密切關係，極其重

要。他做示範打開在華埠廣場中一扇由Home Depot提供的橋門時表示，「當人口普查員來到您家時，請為他開門！」

站在門後的越裔普查員Vu Dang配合每位發言人，重覆敲門、出示聯邦人口普查局所印發的白色證件，及印有「U.S. Census Bureau」字樣的黑肩帶背包。

六位社區代表發言時，昆市中華學校長黃伯勳指出，全美各地自4月1日起開始進行人口普查，寄回表格率僅61%的波城居民還需努力，大家需謹記，人口普查的結果攸關人民生活各層面，為爭取社區公平的資源，居民務必參加普查。

華埠居民會余仕昂指出，第二階段的調查針對未寄回普查表格的民眾和家庭，上門訪問的調查員會出示證件，而且所有受訪者資料絕對保密。

華埠主街余俊明表示，對許多忙碌

於工作事業的華人商戶來說，人口普查可能不是其優先事項。但普查十分重要，尚未參與者應花一點時間與調查員合作，完成普查，讓目前已達73%的波城華埠普查參與率更進一步締造佳績。

亞美社區發展中心的張冬提醒沒有收到普查表格的家庭，可要求普查局派人到府做訪問服務，有任何問題可聯繫亞美法律援助處，免費電話：(800)966-5496。

兩位波士頓市議員Felix Arroyo、Ayama Pressley也到場呼籲民眾重視人口普查，歡迎到府訪問的人口普查員。



Thursday, February 4, 2010

Glitches remain in Census count
by Haya El Nasser

The words *dieu tra* jumped out at Quyen Vuong as she perused the 2010 Vietnamese-language Census form online.

"It's a very scary connotation in the sense that there is a crime and the government needs to investigate," says Vuong, a member of two Census outreach committees in California's Santa Clara County and executive director of the International Children Assistance Network.

The words the Census Bureau used to refer to its upcoming population count evoke chilling memories for Vietnamese immigrants who escaped a Communist regime. Vuong alerted the Census Bureau, and Director Robert Groves told her that online Census materials were being changed and would use the more neutral *thong ke* (tally) to refer to the count. It's too late, however, to edit preprinted forms.

Vuong says the government should launch a media campaign to acknowledge the mistake and apologize.

Despite an unprecedented \$340 million promotion that includes \$130 million for ads in 28 languages (including Tagalog, Yiddish, Khmer, and Urdu), user guides in 59 languages and the Census questionnaire itself in six — English, Spanish, Russian, Chinese, Korean and Vietnamese — glitches and gripes surround the Census effort:

- The Asian American Legal Defense and Education Fund last week reported widespread problems in Asian communities, from mistranslations to insufficient staffing in local Census offices.

"We don't want to be too critical, but no one had a chance to preview the language guides, the advertising campaign," says Glenn Magpantay, director of the Democracy Program at AALDEF. Concerns over privacy and confidentiality continue, he says.

- The National Newspaper Publishers Association, which represents about 200 black community newspapers, is angry that the Census Bureau is spending only \$2.5 million on ads in black media.

"We think they're about \$10 million short," says Danny Bakewell, chairman of the group. "They're setting it up for us to have the greatest undercount in the history of America. If this happens, it will devastate our community for the next 10 years at least."

The number of seats each state has in the U.S. House of Representatives is based on Census counts every 10 years. The tally also helps to redraw political districts and determine the allocation of more than \$400 billion a year in federal money to states and cities.

- Korean-American groups want to see more Census spending in their community. "We heard that there was so much money out there for Census outreach, but I don't see a dollar," says Young Sun Song, a community organizer for the Korean American Resource & Cultural Center in Chicago.

- In Texas, the Mexican American Legal Defense and Education Fund complains that the state has not formed a complete-count committee to encourage response to the 2010 Census forms that will land in mailboxes next month.

"The 2010 Census is massive, and we put forward a campaign that is intended to reach everyone living in the United States," Census spokesman Stephen Buckner says. "The campaign is in 28 languages, and we're the single largest advertiser in the Asian population group."

The Census says it has gone to great lengths to be true to the ethnicities it is trying to reach. For example, ads that target specific Asian groups do not depict "generic" Asians. Chinese Americans are in ads for Chinese Americans and Korean Americans in ads for Korean Americans.

The national ad campaign — aimed at a broad audience — will reach many African Americans, Buckner says. On top of that, \$23 million is being spent to target blacks nationally and locally. The Census message is expected to reach 95% of the black population, he says.

"Black newspapers are trusted by our community, and for them not to apply and use these organs to the fullest is a grave mistake," says Bakewell, who pushed the Census to up its original \$1.3 million ad spending in black newspapers.

"The Census Bureau is spending money on things that won't increase the count of hard-to-count people," says Jackie Maruhashi, staff attorney for the Asian Law Alliance in San Jose, Calif. She says too much is being spent on promotional giveaways such as foam cup holders or pens and on social events, such as block parties, where Census workers encourage people to fill out their forms.

Local groups that can get the word out in churches and door-to-door are not getting any money for printing flyers and other expenses, she says.

"Block parties are not going to get the people who are fearful to fill out the form," Maruhashi says.



ASIAN AMERICAN LEGAL DEFENSE AND EDUCATION FUND

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2010 আদমশুমারি সম্পর্কে আপনার কী জানা উচিত

আগস্ট 2009

- প্রতি 10 বছরে একবার করে পরিচালিত, আদমশুমারি এমন সকল তথ্য সংগ্রহ করে যেগুলি এশিয়ান আমেরিকান গোষ্ঠীকে প্রভাবিত করে এমন একাধিক বিস্তারিত প্রকারের নীতিকে কার্যে পরিণত করতে ব্যবহৃত হয়, যার অন্তর্ভুক্ত হল:
 - ইএসএল (ESL) ক্লাস, কাজের প্রশিক্ষণ, এবং দোভাষী পরিষেবার জন্য রাজ্য এবং গোষ্ঠীদের ফেডার্যাল ফান্ডগুলিতে \$300 বিলিয়নের চেয়ে বেশি অর্থ বন্টন করা;
 - শিক্ষা, কর্মনিযুক্তি, স্বাস্থ্য সেবা, আবাসন, অভিবাসন, ঋণদান, এবং ভোটদান-র নাগরিক অধিকার সংক্রান্ত আইনগুলি বলবৎ করা;
 - দোভাষী ব্যালটের প্রাপ্তি;
 - মহাসভার আসনগুলিকে রাজ্যগুলিতে বন্টন করা, এবং জাতিগত ও উপজাতিক সংখ্যালঘু গোষ্ঠীদের রাজনৈতিক প্রতিনিধিত্ব নির্ধারণ করা।
- আপনি লোক-গণনায় যে তথ্য প্রদান করেন তা সম্পূর্ণরূপে গোপনীয়। আইন অনুসারে, আপনার ব্যক্তিগত তথ্য ইউএসসিআইএস (USCIS), আইসিই (ICE), আইআরএস (IRS), পুলিশ, বিল্ডিং-র বাড়িওয়ালার, বা প্রতিবেশীদের সঙ্গে বিনিময় করা যাবে না।
- 2010 দশবার্ষিক আদমশুমারি সংক্রান্ত প্রশ্নাবলীটি কেবলমাত্র কতগুলি সরল প্রশ্ন জিজ্ঞাসা করে - নাম, সম্পর্ক, লিঙ্গ, বয়স এবং জন্মের তারিখ, জাতি, এবং আপনার বাড়িটি আপনার নিজস্ব অথবা ভাড়া। কিন্তু অন্যান্য কিছু লোক-গণনা সংক্রান্ত প্রশ্নাবলী (আমেরিকান কমিউনিটি সার্ভে) নাগরিকত্ব, আয়, কোন দেশের অধিবাসী এবং ইংলিশে দক্ষতা সম্পর্কিত প্রশ্ন জিজ্ঞাসা করে। আদমশুমারি কখনোই অভিবাসনের অবস্থা সম্পর্কে জিজ্ঞাসা করে না।
- ফেব্রুয়ারী এবং মার্চ 2010-র মধ্যে, আপনার অবশ্যই লোক-গণনা সংক্রান্ত প্রশ্নাবলীটি মেইল-এ পাওয়া উচিত। যত দূর সম্ভব নির্ভুলভাবে এটিকে পূরণ করুন, এবং এটিকে মেইল-এ ফেরৎ পাঠিয়ে দিন। এইসব খামে সরকারি স্ট্যাম্প দেওয়া থাকে। আপনি যদি একটি প্রশ্নাবলী না পেয়ে থাকেন, তাহলে একাধিক কমিউনিটি স্থান থেকে একটি “গণনার অন্তর্ভুক্ত হন” ফর্ম তুলে নিতে পারেন।
- এপ্রিল এবং জুলাই 2010-র মধ্যে, আদমশুমারি কর্তৃপক্ষের প্রতিনিধিরা (“এনিউমারেটরস”) পরিবারগুলির খবর নিতে আপনার চারপাশের এলাকার ঘরে-ঘরে যাবেন। নিম্নলিখিতগুলি এই প্রক্রিয়ার অন্তর্ভুক্ত:
 - প্রথমতঃ, যে সকল বাড়ি থেকে মেইল-এ আদমশুমারির ফর্ম ফেরৎ পাঠানো হয় নি সরকারি প্রতিনিধি সেই সকল বাড়িতে যাবেন। যদি তারা পরিবারটির কারুর কাছ থেকে কোন তথ্য পেতে না পারেন, তাহলে তারা তাদের প্রতিবেশীদের বাড়িতে যাবেন।
 - দ্বিতীয়তঃ, ফর্মটি যে নির্ভুলভাবে পূরণ করা হয়েছে তা সুনিশ্চিত করার জন্য আদমশুমারি কর্তৃপক্ষের প্রতিনিধিরা সেই সকল বাড়িতে যাবেন যারা সেটি ফেরৎ পাঠিয়েছেন।
 - তৃতীয়তঃ, যে সকল ব্যক্তি আশেপাশের অঞ্চল থেকে তুলে নেওয়া “গণনার অন্তর্ভুক্ত হন” ফর্ম পূরণ করেছিলেন তাদের প্রদত্ত তথ্য আদমশুমারি কর্তৃপক্ষের প্রতিনিধিরা যাচাই করবেন।

- আদমশুমারি কর্তৃপক্ষের প্রতিনিধিরা একটি পরিবারে একাধিকবার যেতে পারেন। অনুগ্রহ করে সহযোগিতা করুন এবং তাদের প্রশ্নগুলির উত্তর দিন। এটি একটি গণনা নির্ভুল সুনিশ্চিত করার জন্য করা হয়।
- আপনি যদি ইংরেজি বুঝতে না পারেন, তাহলেও আপনি গণনার অন্তর্ভুক্ত হতে পারেন!
 - টেলিফোন কোয়েশ্চেনেয়ার অ্যাসিস্ট্যান্স (TQA) সেন্টার-এ ফোন করুন, যেটি ফেব্রুয়ারী 25, 2010 থেকে জুলাই 30, 2010 পর্যন্ত খোলা থাকবে। ফোন নম্বরটি হল 1-866-872-6868। তাদের কাছে এমন ব্যক্তি আছেন যিনি হয়ত আপনার ভাষায় কথা বলতে পারেন।
 - আপনি ফর্মটি টেলিফোনের মাধ্যমে পূরণ করতে পারেন এবং আদমশুমারির প্রতিনিধি যে কোন অতিরিক্ত প্রশ্নের উত্তর দিতে পারেন।
 - আপনি চীনা, কোরিয়ান, ভিয়েতনামিজ, স্প্যানিশ, বা রাশিয়ান ভাষায় প্রশ্নাবলীটির একটি কাগজের প্রতিলিপির জন্যও অনুরোধ করতে পারেন।
 - পরিশেষে, যদি আপনি তালিকাভুক্ত ভাষাগুলি ছাড়া অন্য কোন ভাষায় সহায়তা চান, তাহলে আপনি একটি ল্যাঙ্গুয়েজ অ্যাসিস্ট্যান্স গাইডও (ভাষা সহায়তার নির্দেশিকা) চাইতে পারেন।
 - আপনার স্থানীয় আদমশুমারি অফিস-এ ফোন করুন এবং আপনার বাড়িতে আসার জন্য আপনার ভাষায় কথা বলেন এমন একজন প্রতিনিধির সন্ধান করুন। তারা উপস্থিত হওয়ার সাথে সাথে এইসকল টেলিফোন নম্বরগুলি প্রদান করা হবে।
- যে ব্যক্তি আপনার বাড়িতে যান তিনি একজন আদমশুমারি প্রতিনিধি কিনা এই ব্যাপারে আপনি যদি সুনিশ্চিত না হন, তাহলে
 - তাকে বলুন আপনাকে একটি “সেনসাস এনিউমারেটর” ব্যাজ দেখাতে, যেটি ফেডার্যাল সরকার দ্বারা প্রদত্ত হয়েছে। আদমশুমারি প্রতিনিধিরা বড় হরফে নাম, “সেনসাস 2010” ছাপানো কালো ব্যাগও বহন করে থাকতে পারেন।
 - আপনি যদি এসত্ত্বেও উদ্বিগ্ন হন, তাহলে ব্যক্তিটি ইউ.এস. সেনসাস ব্যুরো দ্বারা নিয়োজিত কিনা তা সুনিশ্চিত করার জন্য আপনার রিজিওনাল সেনসাস সেন্টার-এ ফোন করতে পারেন।
- যদি কোনো আদমশুমারি প্রতিনিধি যথোপযুক্ত ব্যবহার না করেন অথবা আপনার ব্যক্তিগত তথ্য প্রকাশ করেন, তাহলে অবিলম্বে এএএলডিইএফ (AALDEF)-কে 212-966-5932-নম্বরে ফোন করুন। AALDEF বিভিন্ন রাজ্যে সেনসাস ব্যুরোর কার্যকারিতা নিয়ন্ত্রণ করছে। আমরা অযথাযথ আচরণ বা ব্যক্তিগত তথ্য বিনিময় সংক্রান্ত যে কোন ঘটনা রিপোর্ট করব। AALDEF-র উকিলরাও আপনার গোপনীয়তা সুরক্ষিত করবেন, বিশেষ করে আপনার অভিবাসনের কোন কাগজপত্র না থাকলে।

**এত কিছু ঝুঁকির মধ্যেও, এশিয়ান আমেরিকান গোষ্ঠীদের নির্ভুল গণনা অত্যন্ত গুরুত্বপূর্ণ!
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আরো তথ্যের জন্য যোগাযোগ করুন :

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ASIAN AMERICAN LEGAL DEFENSE AND EDUCATION FUND

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WHAT YOU SHOULD KNOW ABOUT THE 2010 CENSUS

August 2009

- Administered once every 10 years, the census provides data that are used to implement a wide variety of policies that affect the Asian American community, including:
 - the allocation of more than \$300 billion in federal funds to states and communities for social services, such as ESL classes, job training, and interpreter services;
 - the enforcement of civil rights laws in education, employment, health care, housing, immigration, lending, and voting;
 - the availability of bilingual ballots;
 - the distribution of Congressional seats to states, and the determination of political representation of racial and ethnic minorities.
- The information you provide in the census is completely confidential. By law, your private information cannot be shared with the USCIS, ICE, IRS, police, building landlords, or neighbors.
- The 2010 decennial census questionnaire only asks a few simple questions – name, relationship, gender, age and date of birth, race, and whether you own or rent your home. But certain other census questionnaires (American Community Survey) will ask about citizenship, income, nativity, and English proficiency. The census never asks about immigration status.
- Between February and March 2010, you should receive the census questionnaire in the mail. Fill it out as accurately as possible, and mail it back. Postage is pre-paid. If you do not receive a questionnaire, you can pick up a “Be Counted” form at a number of community locations.
- Between April and July 2010, census takers (“enumerators”) will be going door-to-door in your neighborhood to follow up with households. This process will consist of the following:
 - First, census takers will visit homes that did not return the census forms in the mail. If they cannot get information from anyone in the household, they will visit neighboring homes.
 - Second, census takers will be visiting homes that did return the form to confirm that it was completed correctly.
 - Third, census takers will verify the information provided by individuals who filled out a “Be Counted” form that was picked up at a neighborhood location.
- Census takers may visit a household more than once. Please cooperate and answer their questions. This is to ensure an accurate count.

- If you do not understand English, you can still be counted!
 - Call the Telephone Questionnaire Assistance (TQA) Center, which will be open from February 25, 2010 through July 30, 2010. The phone number is 1-866-872-6868. They have people who may speak your language.
 - You can fill out the form over the telephone and the census representative can answer any additional questions.
 - You may also request a paper copy of the questionnaire in Chinese, Korean, Vietnamese, Spanish, or Russian.
 - Finally, if you need assistance in languages other than the ones listed, you may also ask for a Language Assistance Guide.
 - Call your local census office and ask for a census taker who speaks your language to come to your home. These telephone numbers will be provided as soon as they are available.
- If you are not sure that the person who visits your home is a census taker, then
 - Ask him/her to show you a “census enumerator” badge, which is issued by the federal government. Census takers may also carry a black bag with the name, “Census 2010” printed in large letters.
 - If you are still concerned, you can call your Regional Census Center to confirm that the person is employed by the U.S. Census Bureau.
- If any census taker behaves in an inappropriate manner or discloses your personal information, call AALDEF immediately at 212-966-5932. AALDEF is monitoring the Census Bureau’s activities in various states. We will report any instance of inappropriate conduct or sharing of personal information. AALDEF’s lawyers will also protect your privacy, especially if you have no immigration papers.

**With so much at stake, an accurate count of the Asian American community is crucial!
Participate in the Census!**

For more information contact:

Asian American Legal Defense & Education Fund (AALDEF)
99 Hudson Street, 12th Floor · New York, NY 10013
800.966.5946 · info@aaldef.org · www.aaldef.org



ਜਨਗਣਨਾ ਅਤੇ ਸਿਆਸੀ ਪ੍ਰਤੀਨਿਧਤਾ - ਮੁੜ ਕੇ ਜ਼ਿਲਾਬੰਦੀ ਕਰਨੀ

ਜਨਗਣਨਾ ਨੂੰ ਮੁੜ ਕੇ ਜ਼ਿਲਾਬੰਦੀ ਕਰਨ ਲਈ ਆਧਾਰ ਦੇ ਤੌਰ ਤੇ ਇਸਤੇਮਾਲ ਕੀਤਾ ਜਾਂਦਾ ਹੈ, ਜਿਸ ਨਾਲ ਭਾਈਚਾਰਿਆਂ ਦੀ ਸਿਆਸੀ ਪ੍ਰਤੀਨਿਧਤਾ ਨਿਸ਼ਚਿਤ ਹੁੰਦੀ ਹੈ। ਸਿਟੀ ਕੌਂਸਲ, ਸਟੇਟ ਅਸੈਂਬਲੀ, ਸਟੇਟ ਸੈਨੇਟ ਅਤੇ ਅਮਰੀਕਾ ਦੇ ਹਾਊਸ ਆਫ਼ ਰੀਪ੍ਰੇਜ਼ੇਂਟੇਟਿਵਸ (ਪ੍ਰਤੀਨਿਧ ਸਭਾ) ਲਈ ਪ੍ਰਤੀਨਿਧ ਚੁਣਨ ਲਈ ਲੋਕਾਂ ਦੇ ਸਮੂਹਾਂ ਨੂੰ “ਡਿਸਟ੍ਰਿਕਟਾਂ” (ਜ਼ਿਲਿਆਂ) ਵਿੱਚ ਵੰਡਿਆ ਜਾਂਦਾ ਹੈ। ਅਮਰੀਕਾ ਦੇ ਸੰਵਿਧਾਨ ਅਨੁਸਾਰ ਇਹ ਜ਼ਰੂਰੀ ਹੈ ਕਿ ਹਰ ਕਿਸਮ ਦੇ ਡਿਸਟ੍ਰਿਕਟ ਵਿੱਚ ਲੋਕਾਂ ਦੀ ਗਿਣਤੀ ਲਗਭਗ ਇੱਕੋ ਜਿਹੀ ਹੋਵੇ। ਉਦਾਹਰਣ ਦੇ ਤੌਰ ਤੇ ਦਸ ਸਿਟੀ ਕੌਂਸਲ ਮੈਂਬਰਾਂ ਵਾਲੇ 100,000 ਲੋਕਾਂ ਦੇ ਸ਼ਹਿਰ ਨੂੰ ਜ਼ਿਲਾਬੰਦੀ ਇਸ ਤਰ੍ਹਾਂ ਕਰਨੀ ਜ਼ਰੂਰੀ ਹੈ ਕਿ ਹਰ ਕੌਂਸਲ ਮੈਂਬਰ ਜਿਸ ਜ਼ਿਲੇ ਦੀ ਪ੍ਰਤੀਨਿਧਤਾ ਕਰ ਰਿਹਾ ਹੈ, ਉਸ ਵਿੱਚ ਲਗਭਗ 10,000 ਲੋਕ ਹੋਣ।

ਮੁੜ ਕੇ ਜ਼ਿਲਾਬੰਦੀ (ਰਿਡਿਸਟ੍ਰਿਕਟਿੰਗ) ਜਨਗਣਨਾ ਦੇ ਆਧਾਰ ਤੇ ਕੀਤੀ ਜਾਂਦੀ ਹੈ

ਆਬਾਦੀ ਵਿੱਚ ਤਬਦੀਲੀ ਨਿਸ਼ਚਿਤ ਕਰਨ ਲਈ ਹਰ ਦਸ ਸਾਲਾਂ ਬਾਅਦ ਜਨਗਣਨਾ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਪਰ ਲੋਕ ਇੱਕ ਥਾਂ ਤੋਂ ਦੂਜੀ ਜਗ੍ਹਾ ਤੇ ਚਲੇ ਜਾਂਦੇ ਹਨ, ਅਤੇ ਭਾਈਚਾਰੇ ਵੱਧ ਜਾਂ ਘੱਟ ਹੋ ਜਾਂਦੇ ਹਨ, ਇਸ ਲਈ ਹਰ ਜ਼ਿਲੇ ਦੀਆਂ ਸੀਮਾਵਾਂ, ਜਨਗਣਨਾ ਦੇ ਨਵੇਂ ਡੈਟਾ ਅਨੁਸਾਰ ਮੁੜ ਕੇ ਉਲੀਕੀਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਇਸ ਅਮਲ ਨੂੰ “ਮੁੜ ਕੇ ਜ਼ਿਲਾਬੰਦੀ” (ਰਿਡਿਸਟ੍ਰਿਕਟਿੰਗ) ਕਿਹਾ ਜਾਂਦਾ ਹੈ।

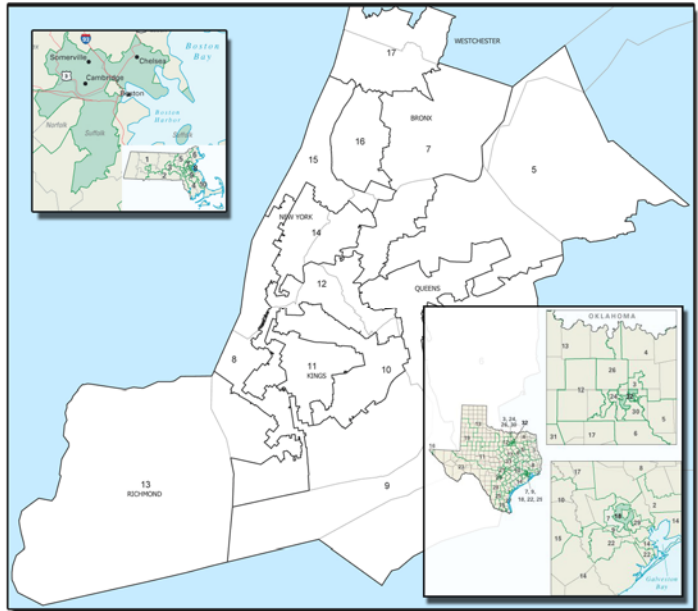
ਮੁੜ ਕੇ ਜ਼ਿਲਾਬੰਦੀ ਹੋਣੀ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨਾਂ ਲਈ ਅਹਿਮ ਹੈ

ਏਸ਼ੀਅਨ ਅਮਰੀਕਨਾਂ ਲਈ, ਮੁੜ ਕੇ ਜ਼ਿਲਾਬੰਦੀ ਹੋਣੀ ਆਪਣੇ ਭਾਈਚਾਰਿਆਂ ਨੂੰ ਇਕੱਠਿਆਂ ਰੱਖ ਕੇ, ਆਪਣਾ ਸਿਆਸੀ ਪ੍ਰਭਾਵ ਅਤੇ ਪ੍ਰਤੀਨਿਧਤਾ ਵੱਧ ਕਰਨ ਦਾ ਇੱਕ ਮੌਕਾ ਹੈ। ਪਰ ਮੁੜ ਕੀਤੀ ਜ਼ਿਲਾਬੰਦੀ ਵੰਡੀਆਂ ਵੀ ਪਾ ਸਕਦੀ ਹੈ, ਜਾਂ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨ ਗੁਆਂਢ ਵਿੱਚ ਕਿਸੇ “ਇੱਕ ਪੱਖ ਦੇ ਹਿਤ” ਵਿੱਚ ਚੋਣ ਹਲਕੇ ਬਣਾਉਣ ਲਈ ਹੇਰਾਫੇਰੀ ਵੀ ਹੋ ਸਕਦੀ ਹੈ, ਜਿਸ ਨਾਲ ਭਾਈਚਾਰੇ ਦੀ ਵੋਟਾਂ ਦੀ ਸ਼ਕਤੀ ਕਮਜ਼ੋਰ ਹੁੰਦੀ ਹੈ।

ਏਸ਼ੀਅਨ ਅਮਰੀਕਨਾਂ ਲਈ ਮੁੜ ਜ਼ਿਲਾਬੰਦੀ ਕਰਨ ਦੇ ਵਿਕਲਪ

ਜਨਗਣਨਾ ਦੇ ਡੈਟਾ ਵਿੱਚ, ਸ਼ਹਿਰਾਂ, ਕਾਊਂਟੀਆਂ, ਗੁਆਂਢ ਜਾਂ ਗਲੀਆਂ ਦੇ ਬਲਾਕਾਂ ਵਰਗੇ ਵਿਸ਼ੇਸ਼ ਭੂਗੋਲਿਕ ਇਲਾਕਿਆਂ ਵਿੱਚ ਰਹਿਣ ਵਾਲੇ ਲੋਕਾਂ ਦੀ ਗਿਣਤੀ, ਨਸਲ, ਅਤੇ ਹੋਰ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਹੁੰਦੀ ਹੈ। ਇਸ ਡੈਟਾ ਦੇ ਇਸਤੇਮਾਲ ਨਾਲ ਸਾਂਝੇ ਹਿਤਾਂ ਵਾਲੇ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨਾਂ ਨੂੰ ਇਕੱਠਿਆਂ ਰੱਖਣ ਲਈ, ਜ਼ਿਲਾਬੰਦੀ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ ਤਾਂ ਜੋ ਉਹ ਆਪਣੀ ਪਸੰਦ ਦੇ ਉਮੀਦਵਾਰ ਚੁਣ ਸਕਣ। ਜੇ ਜਨਗਣਨਾ ਤੋਂ ਇਹ ਪਤਾ ਲਗਦਾ ਹੈ ਕਿ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨ ਭਾਈਚਾਰੇ ਦੀ ਗਿਣਤੀ ਜ਼ਿਆਦਾ ਹੈ ਅਤੇ ਰਿਹਾਇਸ਼ੀ ਤੌਰ ਤੇ ਉਹ ਕਾਫੀ ਸੰਗਠਿਤ ਹਨ ਤਾਂ ਹੇਠ ਲਿਖੇ ਜ਼ਿਲੇ ਉਲੀਕੇ ਜਾ ਸਕਦੇ ਹਨ।

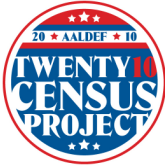
- “ਏਸ਼ੀਅਨ-ਆਪਰਚੁਨਿਟੀ ਡਿਸਟ੍ਰਿਕਟਸ” (ਏਸ਼ੀਅਨਾਂ ਨੂੰ ਜ਼ਿਲੇ ਬਣਾਉਣ ਦਾ ਮੌਕਾ) - ਇਹ ਉਹ ਜ਼ਿਲੇ ਹਨ ਜਿੱਥੇ ਵੋਟਰਾਂ ਵਿੱਚ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨਾਂ ਦੀ ਬਹੁ ਗਿਣਤੀ (ਘੱਟੋ ਘੱਟ 50%) ਹੈ। ਇਥੇ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨ ਜ਼ਿਲੇ ਦਾ ਪ੍ਰਤੀਨਿਧ ਚੁਣ ਸਕਦੇ ਹਨ।
- “ਏਸ਼ੀਅਨ ਇਨਫਲੂਐਂਸ ਡਿਸਟ੍ਰਿਕਟਸ” (ਏਸ਼ੀਅਨਾਂ ਦੇ ਪ੍ਰਭਾਵ ਵਾਲਾ ਜ਼ਿਲਾ) - ਇਨ੍ਹਾਂ ਜ਼ਿਲਿਆਂ ਦੀ ਆਬਾਦੀ ਵਿੱਚ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨ ਵੱਡੀ ਗਿਣਤੀ ਵਿੱਚ ਹਨ (ਸੰਭਾਵੀ 20-30%) ਅਤੇ ਸ਼ਾਇਦ ਉਹ ਕਈ ਉਮੀਦਵਾਰਾਂ ਵਿੱਚੋਂ ਚੋਣ ਦੇ ਨਤੀਜਿਆਂ ਬਾਰੇ ਫੈਸਲਾ ਕਰ ਸਕਦੇ ਹਨ।
- “ਬਹੁ ਨਸਲੀ ਡਿਸਟ੍ਰਿਕਟਸ” - ਉਹ ਜ਼ਿਲੇ ਹਨ ਜਿੱਥੇ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨ ਸਾਂਝੇ ਹਿੱਤਾਂ ਵਾਲੇ ਘਟਗਿਣਤੀ ਦੇ ਕਿਸੇ ਹੋਰ ਸਮੂਹ ਨਾਲ ਮਿਲ ਜਾਂਦੇ ਹਨ। ਬੇਸ਼ਕ ਇੱਥੇ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨ ਇਕੱਲੇ ਬਹੁ ਗਿਣਤੀ ਤੋਂ ਘੱਟ ਹੋ ਸਕਦੇ ਹਨ, ਪਰ ਘੱਟ ਗਿਣਤੀ ਵਾਲੇ ਸਮੂਹ ਨਾਲ ਇਕੱਠੇ ਹੋਕੇ ਬਹੁਗਿਣਤੀ ਵਿੱਚ ਹੋ ਜਾਂਦੇ ਹਨ। ਉਹ ਇਕੱਠਿਆਂ ਜ਼ਿਲੇ ਦਾ ਪ੍ਰਤੀਨਿਧ ਚੁਣ ਸਕਦੇ ਹਨ।



ਅਗਲੇ ਕਦਮ

ਇਹ ਯਕੀਨੀ ਬਣਾਉਣ ਲਈ ਕਿ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨਾਂ ਨੂੰ ਆਪਣੀ ਪਸੰਦ ਦੇ ਉਮੀਦਵਾਰ ਚੁਣਨ ਲਈ ਉਚਿਤ ਅਤੇ ਨਿਰਪੱਖ ਮੌਕੇ ਮਿਲਣਾ ਇਸ ਲਈ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨ ਲੀਗਲ ਡੀਫੈਂਸ ਐਂਡ ਐਜੂਕੇਸ਼ਨ ਫੰਡ (ਏਸ਼ੀਅਨ ਅਮਰੀਕਨਾਂ ਦੀ ਕਾਨੂੰਨੀ ਰੱਖਿਆ ਅਤੇ ਸਿੱਖਿਆ ਬਾਰੇ ਫੰਡ) ਮੁੜ ਜ਼ਿਲੇਬੰਦੀ ਕਰਨ ਲਈ ਕਮਿਊਨਿਟੀ ਸਮੂਹਾਂ ਨਾਲ ਕੰਮ ਕਰੇਗਾ। ਜਨਗਣਨਾ ਵਿੱਚ ਏਸ਼ੀਅਨ ਅਮਰੀਕਨਾਂ ਦੀ ਆਬਾਦੀ ਦੀ ਬਿਲਕੁਲ ਸਹੀ ਅਤੇ ਪੂਰੀ ਗਿਣਤੀ ਇੱਕ ਅਹਿਮ ਨਾਜ਼ੁਕ ਪਹਿਲਾ ਕਦਮ ਹੈ ਜੋ ਜਨਗਣਨਾ ਵਿੱਚ ਗਿਣੇ ਜਾਓ।

ਹੋਰ ਵੱਧ ਜਾਣਕਾਰੀ ਲਈ ਸੰਪਰਕ ਕਰੋ : AALDEF ਤੇ "votingrights@aaldef.org" ਜਾਂ 212-966-5932.



ASIAN AMERICAN LEGAL DEFENSE AND EDUCATION FUND

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The Census and Political Representation – Redistricting

The Census is used as the basis for redistricting which determines the political representation of communities. People are grouped into “districts” to elect representatives to the city council, state assembly, state senate, and U.S. House of Representatives. The U.S. Constitution mandates that each type of district contain approximately the same number of people. For example, a city of 100,000 people with ten city council members must draw district lines so that each district represented by each councilmember has approximately 10,000 people.

Redistricting is Based on the Census

A census is conducted every ten years to determine population changes. Because people move and communities grow or shrink, the boundaries of every district are redrawn according to the new census data. This process is called “redistricting.”

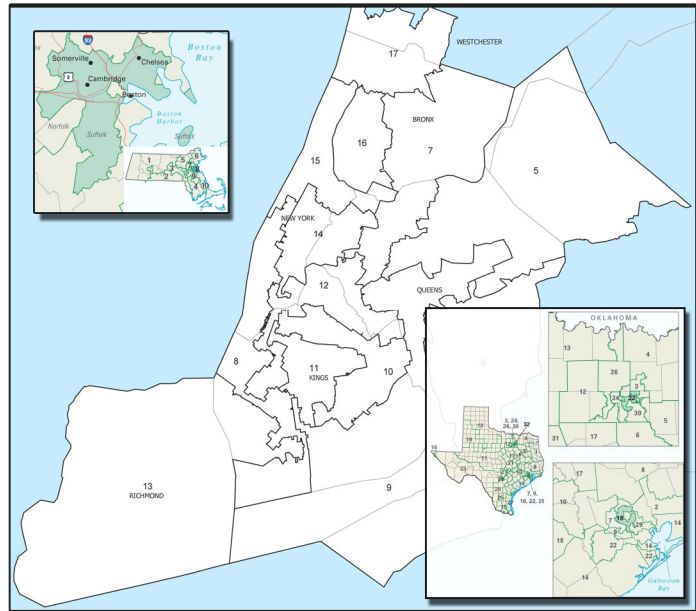
Redistricting is Important to Asian Americans

Redistricting is an opportunity to increase the political influence and representation of Asian Americans by keeping communities together. However, redistricting can also divide or “gerrymander” Asian American neighborhoods, thereby weakening the community’s voting strength.

Redistricting Options for Asian Americans

Census data reports the number, race, and other characteristics of people living in specific geographic areas, such as cities, counties, neighborhoods, or street blocks. Using this data, districts can be drawn to group Asian Americans with common interests so that they can elect candidates of their choice. The following districts can be drawn if the census finds that the Asian American community is numerically large and residentially compact enough.

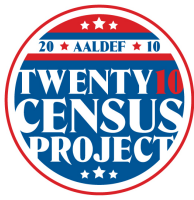
- **“Asian-opportunity districts”** – Districts where Asian Americans are a majority (at least 50%) of the voters. Here, Asian Americans will be able to elect the representative of the district.
- **“Asian-influence districts”** – Districts where Asian Americans constitute a substantial portion (possibly 20-30%) of the district’s population and may be able to decide the outcome of an election among several candidates.
- **“Multiracial districts”** – Districts where Asian Americans are joined with another minority group with common interests. Though Asian Americans alone may be less than a majority, together the minority groups constitute a majority. They can together elect a representative of the district.



Next Steps

The Asian American Legal Defense and Education Fund will work with community groups on redistricting to ensure that Asian Americans have full and fair opportunities to elect candidates of their choice. A complete and accurate count of the Asian American population in the census is a critical first step. Get counted in the census.

For More Information: Contact AALDEF at “votingrights@aaldef.org” or 212-966-5932



인구 조사 및 이중 언어 투표 용지

미국 인구 통계국에서는 2010 년 인구조사와 미국인 지역 사회 조사 (ACS) 등 두 설문조사를 진행하고 있습니다.

즉 선거 기간 동안 이중 언어 투표 용지, 번역된 투표 자료, 여론 조사 사이트에서의 통역자의 가용성을 판단하기 위해서입니다. 이러한 설문조사에 참여함으로써 아시아계 미국인 커뮤니티가 사회 서비스 기금과 정치적인 대표권의 확립에서 공평한 분배를 받을 수 있도록 도와줍니다.

첫째, 십년제 인구 조사란 10 년마다 한번씩 전체 인구를 조사하는 것입니다. 2010 년 3 월에 모든 가계는 연령, 성별, 결혼 여부, 인종/민족 등에 관한 간단한 질문으로 구성된 십년제 인구 조사표를 받습니다.

둘째, 미국인 지역 사회 조사(ACS)는 매달 인구의 무작위 표본으로 분배됩니다. ACS 는 시민권, 소득, 교육, 취업과 영어 실력에 대해 묻는 훨씬 긴 설문조사입니다. 만약 조사표를 우편으로 받지 못하면 인구 조사인원은 개인 가정을 직접 방문하여 인터뷰를 통하여 정보를 받아옵니다. 두 설문 조사는 연방 투표 관리법에 따라 구체적인 질문으로써 언어 지원의 가용성을 확인하는데 도움이 됩니다. 따라서 아시아계 미국인 커뮤니티에 대한 완전 조사와 정확한 통계적인 초상화는 아주 중요합니다.

법률

투표 권리법의 언어 지원 조항 (제 203 조)에 의하면 이중 언어 투표 용지, 번역된 투표 자료와 통역자들의 제공은 인구 조사에서 카운티 인구중 5% 나 1 만명 이상의 인구가 (1) 18 세 이상(투표 연령), (2) 미국 시민권자, (3) 아시아 언어 사용자, (4) 제한된 영어 구사 능력, (5) 국민 문맹율보다 높은 문맹율 등 조건에 포함되어야 합니다.

2000 년 인구 조사 후 7 개 주에 있는 16 개 카운티에서 하나 이상의 아시아 언어 지원의 제공이 필요하다고 하였습니다. 2010 년 인구 조사의 데이터가 검토된 후 연방법은 더 많은 카운티와 더 많은 아시아 언어를 포함해야 할지도 모릅니다.

투표 권리법 제 203 조에 따른 아세아 언어 사용 범위

2000 년 인구조사에 의하면

알래스카

코디악 섬 자치 도시: 필리핀어

캘리포니아

알라메다: 중국어

로스 앤젤레스: 중국어, 일본어,

한국어, 필리핀어, 베트남어

오렌지: 중국어, 한국어, 베트남어

샌 디에고: 필리핀어

샌 프란시스코: 중국어

샌 마테오: 중국어

산타 클라라: 중국어, 필리핀어, 베트남어

하와이

호놀룰루: 중국어, 필리핀어, 일본어

마우이: 필리핀어

일리노이

쿡: 중국어

뉴욕

킹스 (브루클린): 중국어

뉴욕 (맨하탄): 중국어

퀸스: 중국어, 한국어

텍사스

헤리스: 베트남어

워싱턴

킹: 중국어

법률의 시행

십년제 인구 조사표

2010년 3월에 모든 가계는 “십년제 인구 조사표”를 받습니다.누구나 반드시 인구 조사표에 기입하여야 합니다.

응답자들은 반드시 이민 신분에 상관없이 얼마나 많은 사람들-어린이와 어른이- 한가족에서 살고 있는지 대답해야 합니다. 개별 답변은 기밀로 보관됩니다.

1. 2010년 4월 1일을 기준으로 몇 사람이 이 집에 거주하거나 머물고 있었습니까?

사람의 수 =

응답자들은 반드시 그들의 인종/민족 배경에 관한 신원을 확인해야 합니다.

6. 이 거주인의 인종은 무엇입니까? 하나에만 표시를 하십시오.

백인

흑인, 아프리카계 미국인

아메리칸인디언 또는 알래스카 원주민 — 등록된 부족 또는 주요 부족의 이름을 인쇄체로 기입하십시오. ↗

인도인

중국인

필리핀인

기타 아시아인 — 인종을 인쇄체로 기입하십시오. 예: 홍콩, 라오스, 타이, 파키스탄, 캄보디아 등. ↗

일본인

한국인

베트남인

하와이 원주민

괌족 또는 차모로족

사모아족

기타 태평양 섬의 원주민 — 인종을 인쇄체로 기입하십시오. 예: 피지인, 통가인 등. ↗

기타 인종 — 인종을 인쇄체로 기입하십시오. ↗

미국인 지역 사회 조사 (ACS)

십년제 인구조사에서 무작위로 선택된 가족들은 미국인 지역 사회 조사표도 받을 것입니다. 이 설문조사는 십년을 걸쳐 지속적으로 진행되는 보다 긴 설문조사입니다. 누구나 조사표를 받은 자는 반드시 완성해야 합니다.

응답자들은 반드시 그들의 인종/민족 배경에 관한 신원을 확인해야 합니다. 10년제 인구조사 양식 6번 질문과 동일.

응답자들은 자신의 시민권을 확인해야 합니다. 이 조사표는 이민 상태나 밀입국자에 대해 물어보지 않습니다.

8 Is this person a citizen of the United States?

Yes, born in the United States → SKIP to 10a

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization — Print year of naturalization ↗

No, not a U.S. citizen

응답자들은 자신의 모국어를 기입해야 합니다. 이 질문은 언어 소수 그룹의 크기를 결정는데 도움이 됩니다.

14 a. Does this person speak a language other than English at home?

Yes

No → SKIP to question 15a

b. What is this language?

For example: Korean, Italian, Spanish, Vietnamese

영어 실력도 질문에 의하여 측정됩니다. “당신의 영어 구사 능력은 어떻습니까?”

만약 더 많은 사람들이 “좋지 않다”거나 “조금도 못한다”를 선택한다면 이중 투표 용지를 사용할 수 있는 더 큰 기회가 있을 것입니다.

불행하게도 이 질문들은 영어로 쓰여진 것이기 때문에 영어를 못하는 응답자들은 영어 보조를 신청하여 설문 조사에 정확히 대답하도록 해야 합니다.

c. How well does this person speak English?

Very well

Well

Not well

Not at all

11 What is the highest degree or level of school this person has COMPLETED? Mark (X) ONE box. If currently enrolled, mark the previous grade or highest degree received.

NO SCHOOLING COMPLETED

No schooling completed

NURSERY OR PRESCHOOL THROUGH GRADE 12

Nursery school

Kindergarten

Grade 1 through 11 – Specify grade 1 – 11

12th grade – **NO DIPLOMA**

HIGH SCHOOL GRADUATE

Regular high school diploma

GED or alternative credential

COLLEGE OR SOME COLLEGE

Some college credit, but less than 1 year of college credit

1 or more years of college credit, no degree

Associate’s degree (for example: AA, AS)

Bachelor’s degree (for example: BA, BS)

AFTER BACHELOR’S DEGREE

Master’s degree (for example: MA, MS, MEng, MEd, MSW, MBA)

Professional degree beyond a bachelor’s degree (for example: MD, DDS, DVM, LLB, JD)

Doctorate degree (for example: PhD, EdD)

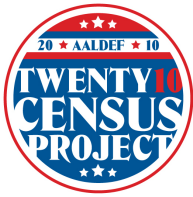
법에 의하여 소수 언어 그룹은 또한 반드시 높은 문맹율을 가져야 이중 언어 투표 용지를 얻을 수 있다고 요구하고 있습니다. 이것은 영어 실력과 같지 않습니다. 문맹은 교육 성취도에 의해 결정됩니다. 이중 투표 용지의 자격을 얻기 위해서 1 만명 또는 5% 이상의 언어 소수 그룹 중 미국 교육의 5 학년 이하의 교육을 받은 자여야 합니다. (답변자는 미국 외에서 받은 교육은 포함시키지 말 것.)

이중 투표 용지에 관하여 응답자들이 이 질문에 미국과 해외를 포함해서 모든 교육을 받았다고 답하면 이중 투표 용지를 필요하지 않습니다.

만약 응답자들이 이 질문에 공식적인 교육만 미국에서 받았다고 대답하고 아무것도 못받았거나 미국 교육의 5 학년보다 적은 교육이라 할지라도 선거일에 언어 지원에 대한 큰 필요가 표시됩니다.

자세한 정보는 아래를 연락하십시오.

아시아인 아메리칸 법률 교육 재단 (AALDEF)
 99 Hudson Street, 12th floor
 New York, NY 10013
 212-966-5932
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 2010census@aaldef.org



ASIAN AMERICAN LEGAL DEFENSE AND EDUCATION FUND

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The Census and Bilingual Ballots

The U.S. Census Bureau conducts two surveys – Census 2010 and the American Community Survey (ACS) – that determine the availability of bilingual ballots, translated voting materials, and interpreters during elections. Participation in these surveys also helps to ensure that the Asian American community will receive its fair share and political representation.

First, the decennial census is a count of the entire population that is taken every 10 years. In March 2010, every household receives a census form, which asks a few simple questions about age, gender, marital status, and race/ethnicity.

Second, the American Community Survey (ACS) is distributed to a random sample of the population every month. The ACS is a much longer questionnaire that asks about citizenship, income, education, employment, and English proficiency.

If these forms are not mailed back, census-takers will visit individuals at home to take the information through an interview. Both questionnaires ask specific questions that help determine the availability of language assistance under the federal Voting Rights Act. Therefore, a complete count and accurate statistical portrait of the Asian American community are crucial.

The Law

Under the language assistance provisions (Section 203) of the Voting Rights Act, bilingual ballots, translated voting materials, and interpreters must be provided in counties where the census reports that more than 5% or 10,000 people who are (1) over 18 years old (voting-age); (2) citizens of the United States; (3) speak the same Asian language; (4) have limited English proficiency; and (5) have a higher illiteracy rate than the national illiteracy rate.

After the 2000 Census, sixteen counties in seven states were required to provide language assistance in one or more Asian languages. After the 2010 census data are examined, federal law may cover more counties and require more Asian languages.

Asian Language Coverage Under Section 203 of the Voting Rights Act Based on Census 2000

Alaska

Kodiak Island Borough: Filipino

California

Alameda: Chinese

Los Angeles: Chinese, Japanese, Korean, Filipino, Vietnamese

Orange: Chinese, Korean, Vietnamese

San Diego: Filipino

San Francisco: Chinese

San Mateo: Chinese

Santa Clara: Chinese, Filipino, Vietnamese

Hawai'i

Honolulu: Chinese, Filipino, Japanese

Maui: Filipino

Illinois

Cook: Chinese

New York

Kings (Brooklyn): Chinese

New York (Manhattan): Chinese

Queens: Chinese, Korean

Texas

Harris: Vietnamese

Washington

King: Chinese

How the Law Works

The Decennial Census Form

Every household will receive a “decennial census form” in March 2010. Everyone must fill out the census form.

Respondents must answer how many people – children and adults – live in the household, regardless of their immigration status. Individual answers will be kept confidential.

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

Number of people =

Respondents must identify their racial background.

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.* ↘

| | | |
|---|--|--|
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Korean | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↘ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↘ | |

Some other race — *Print race.* ↘

The American Community Survey (ACS)

From the decennial census, a randomly selected set of households will also receive the American Community Survey (ACS). This longer questionnaire is an ongoing survey conducted throughout the decade. Everyone who receives this form must also complete it.

Respondents must identify their racial background. **Same as decennial census form, question #6.**

Respondents must also identify their ethnic background.

13 What is this person's ancestry or ethnic origin?

(For example: Italian, Jamaican, African Am., Cambodian, Cape Verdean, Norwegian, Dominican, French Canadian, Haitian, Korean, Lebanese, Polish, Nigerian, Mexican, Taiwanese, Ukrainian, and so on.)

Respondents must identify their citizenship. The form does not ask about immigration status or whether someone is undocumented.

8 Is this person a citizen of the United States?

Yes, born in the United States → *SKIP to 10a*

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization — *Print year of naturalization* ↘

No, not a U.S. citizen

Respondents should write in their native language. This question determines the size of the language minority group.

14 a. Does this person speak a language other than English at home?

Yes

No → SKIP to question 15a

b. What is this language?

For example: Korean, Italian, Spanish, Vietnamese

English proficiency is measured by the question, “How well do you speak English?” If more people mark “not well” or “not at all,” then there is a greater chance that bilingual ballots will be available.

Unfortunately, this question is only written in English, so respondents who do not speak English should get assistance to accurately answer this question.

c. How well does this person speak English?

Very well

Well

Not well

Not at all

11 What is the highest degree or level of school this person has COMPLETED? Mark (X) ONE box. If currently enrolled, mark the previous grade or highest degree received.

NO SCHOOLING COMPLETED

No schooling completed

NURSERY OR PRESCHOOL THROUGH GRADE 12

Nursery school

Kindergarten

Grade 1 through 11 – Specify grade 1 – 11

12th grade – **NO DIPLOMA**

HIGH SCHOOL GRADUATE

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Bachelor’s degree (for example: BA, BS)

AFTER BACHELOR’S DEGREE

Master’s degree (for example: MA, MS, MEng, MEd, MSW, MBA)

Professional degree beyond a bachelor’s degree (for example: MD, DDS, DVM, LLB, JD)

Doctorate degree (for example: PhD, EdD)

The law requires that the language minority group must also have a high illiteracy rate in order to obtain bilingual ballots. This is not the same as English proficiency. Illiteracy is determined by Educational Attainment. In order to qualify for bilingual ballots, more than 10,000 or 5% of the language minority group must have less than a 5th grade United States education. **(Respondents should not include education received abroad.)**

If respondents answer this question to include only formal education received in the United States – even if it is none or less than a 5th grade U.S. education – then it will show a greater need for language assistance on Election Day.

An accurate count of the Asian American population in the census and American Community Survey can help ensure that the Asian American community will be entitled to bilingual ballots and language assistance. Participate in the census!

For More Information:

Asian American Legal Defense & Education Fund (AALDEF)
 99 Hudson Street, 12th Floor
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