2020 Census to Begin - San Diego Asian Communities Participate

The decennial US Census is about to start, beginning March of next year. The San Diego branch of the Census Bureau is in the preparation phase, and starting to discuss efficient ways to improve the Asian community’s response rate.

On August 20th, the Union of Pan Asian Communities (UPAC) hosted a Census awareness training seminar. Local 2020 Census Partnership Specialists met with more than 40 representatives from the community, stressing the importance of the Census and describing the process, and discussing strategies, such as how to get more “Hard to Count” people to participate in the US Census.

Census Specialist Roberto Garcia said, “The result of the census will determine how many Congressional seats each state will be allocated, and each state will also adjust their legislative districts accordingly. Other than that, Census data will also be applied to fire hazard evacuation, business investment decision making, government funding activities, et cetera. Therefore, it’s very important to assure every community resident participates in the Census”.

According to Census research, children, homeless, low-income populations, low-education populations, undocumented immigrants, minority communities, etc. have the lowest response rate to the Census, which are the ones most often forgotten, hence are listed as the “Hard to Count” groups.

A 2020 Census Communication manager, An Le, says, “Some of the Asian population is “Hard to Count”, mostly because of the language barrier. Next year, even though the Census Bureau added multi-language options online, some elder Asian residents are not familiar with the internet, so the solution is lacking. Therefore, the Census needs help from the community, to touch base with those populations in every possible way, as much as possible, to increase the counting rate”.

An Le also said, “Though the 2020 Census Questionnaire only has English and Spanish versions, the Census Bureau does provide guidance in 52 different languages. Meanwhile, the local office will also provide customer service in Chinese”. She hopes all the community organizations can pass the message to the Asian community residents.

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