



# Asian Outreach

Miami-Dade Census 2020 Task Force

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**North Dade Regional Library, Auditorium**

2455 NW 183 Street, Miami Gardens, FL 33056





**FLORIDA ASIAN SERVICES**  
*educate ♦ empower*



- Established in May 2018, dedicated to advancing the civic and political participation of Asian Americans and Pacific Americans (AAPI)
- Three main objectives:
  - Citizenship and civic education services
  - Nonpartisan voter mobilization and education
  - Community services & outreach
- Engaging the Asian community on Census 2020 right after Census 2010. Officially launched the Census 2020 outreach campaign as Florida Asian Services from February 2019.



# Asian Population in FL

## Census 2010

112%

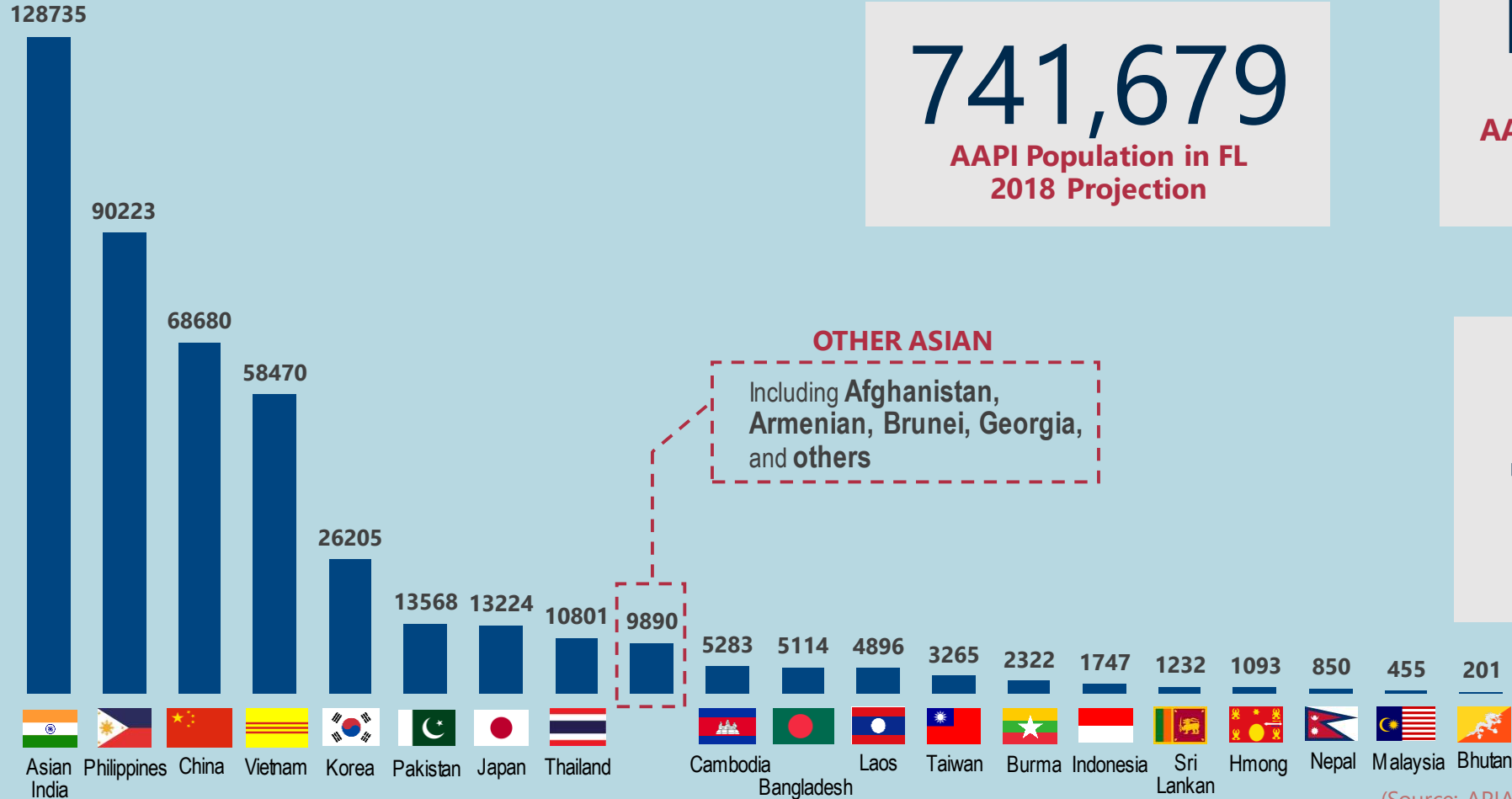
**AAPI Population Growth  
Rate Since 2000**

741,679

**AAPI Population in FL  
2018 Projection**

3.8%

**of Total Population  
in Florida**



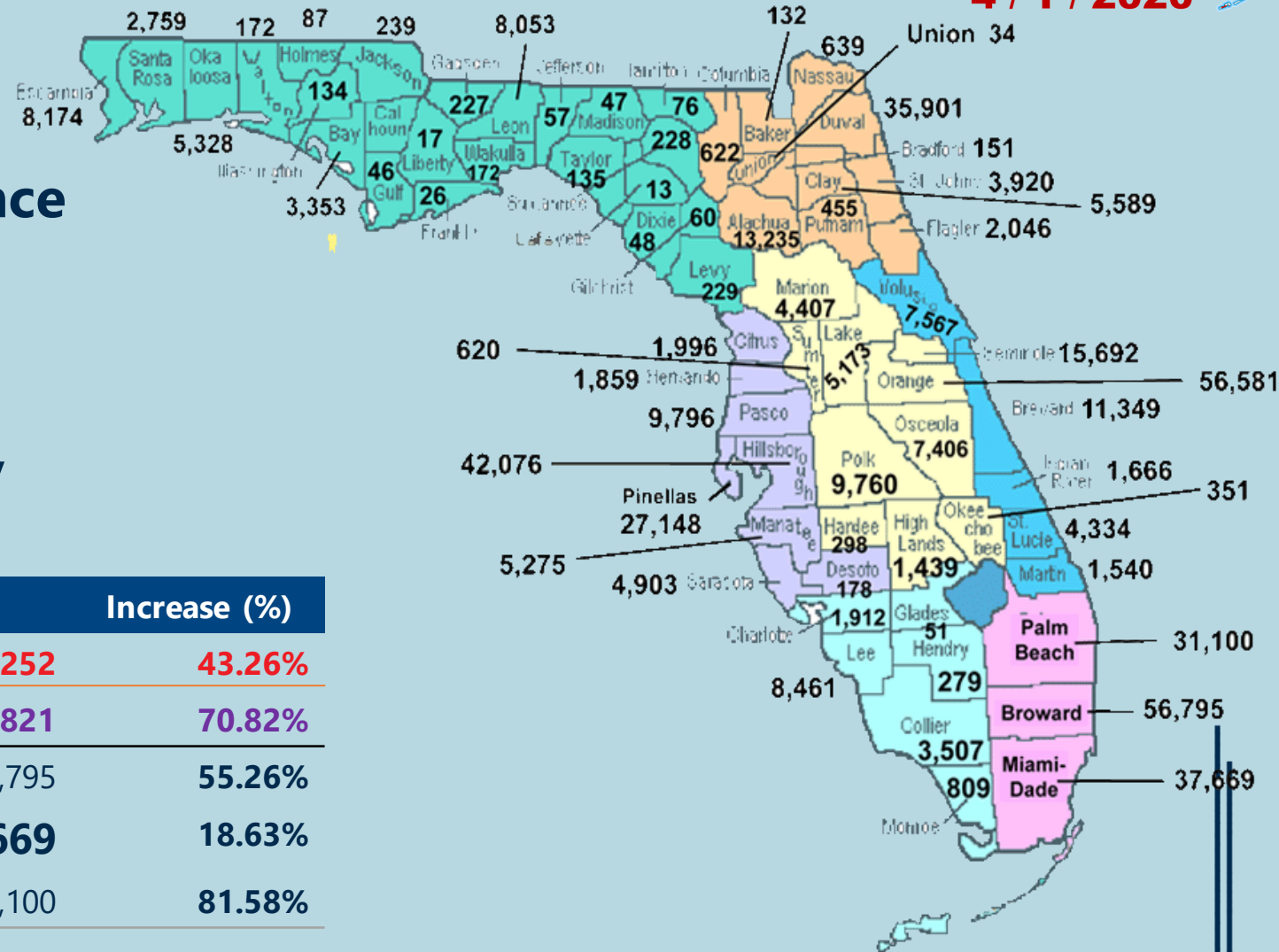


# Census & Asian in FL

- **Census 2010, Asian community had better understanding the importance of participation and put in hard work, and therefore, Asian population in Florida has almost doubled in many counties.**

CENSUS	2000	2010	Increase (%)
U.S. Total	10,242,998	14,674,252	43.26%
Florida Total	266,256	454,821	70.82%
Broward	36,581	56,795	55.26%
Miami-Dade	31,753	37,669	18.63%
Palm Beach	17,127	31,100	81.58%

(Source: U.S. Census Bureau - *Census 2000* & *Census 2010*)



# Challenges On Census



- **Asian Languages & Culture**
  - **Each Asian country has its own languages / different dialects**  
(Bhutan, Cambodian, Chinese, Hindi, Korean, Laos, Tagalog, Thai, Vietnamese, etc...)
- **Scattered Population**
- **Very closed net community**
- **Insufficient Education / Information**
- **Cultural Differences**
  - **Mistrust of Government**
  - **Keep distance with civic life**



# Opportunities

- **Comfortable Environment in the new country**
  - As immigrants, they are more comfortable in an environment surrounded by their native languages and culture
- **Trusted Voices**
  - Community Leaders
  - Faith-based Leaders





# Census 2020 Strategies



- **Active community outreach at Asian events/ meetings**
- **Reaching out to Asian organizations/ businesses**
  - Governments
  - Community-Based Orgs
  - Businesses
  - Faith-based Orgs
  - Language Schools
  - Ethnic Media
- **Translate Census Information in various Asian Languages**
- **Census Trainings and Education Sessions**
  - 9/14 Census Training in North Miami Beach, FL
  - 9/15 Census Training in Orlando, FL
- **Encourage Asian Community Members to participate in Complete Count Committees**
- **Building Cross-Racial Coalition with the community and other minority groups**
  - Afro-American organizations
  - Haitian community, etc.



# Asian Partners on Census 2020

Government / Government-Related Entities:



North Miami Beach Chinese Senior Club



Miami-Dade County Asian American Advisory Board



Broward Complete Count Committee

Miami-Dade County: **North Miami Beach CCC**  
Orange County: **Asian Initiative**  
Duval County: **Mayor's Asian American Advisory Board**



# Asian Partners on Census 2020



## Community-Based Organizations

American Muslim Alliance of Florida  
Asian American Federation of Florida  
Asian Coalition of Tallahassee  
Asian Community Resources Center  
Bangladesh Association of Florida  
Be Well Plus Activities Center  
Burmese Christ Church  
Coral Springs Chinese Cultural Association  
Florida Chinese Federation  
Indian Horizon of Florida  
Korean American Association of South Florida

Miami Chinese Welfare Council  
Miami Dade College Confucius Institute  
National Federation of Filipino American Association - NaFFAA  
South Region  
NANAY CEDC  
North Miami Beach Chinese Senior Club  
OCA South Florida Chapter  
Shandong Community Association  
Sir Fernandez Muy Memorial Foundation  
Thai-American Association of South Florida  
The Chinese Association of Science, Education and Culture of  
South Florida  
World Guang Dong Community Federation  
World Kwong Tung Community Association – Miami



# Asian Partners on Census 2020

## Community-Based Organizations



Thai-American Association of South Florida  
Thai New Year Celebration Sonkran Festival 2019



Bangladesh Association of Florida  
26th Asian Trade, Food Fair and Cultural Show



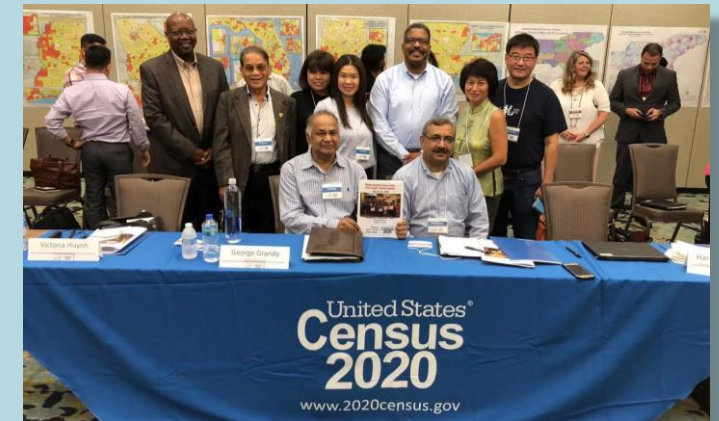
City of North Miami Beach  
Asian Pacific American Heritage Month Proclamation



New American Campaign Mags Citizenship Drive



Coral Springs Chinese Cultural Association & Chinese Cultural Association of South Florida at Boca Raton  
Chinese New Year Celebration – the Year of Pig



US Census Bureau Asian Leader Summit in Orlando







# Asian Partners on Census 2020

## Businesses



National Association of Asian American Professionals (NAAAP) Miami Chapter



Taiwanese Chambers of Commerce  
- Greater Orlando Chapter  
- Greater Miami Chapter



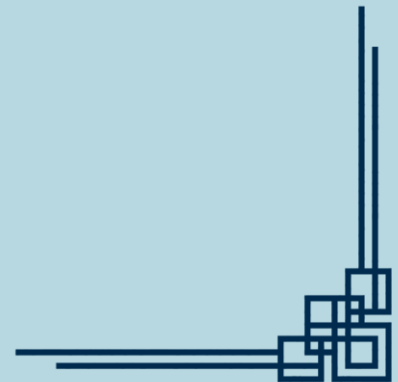
Bangladesh American Chamber of Commerce



On Leong Chinese Merchant Association



Chinese Business Association of Florida  
Taiwanese Business Association





# Asian Partners on Census 2020

## Faith-based Organizations:



AAPI Heritage Month Celebration in VA Hospital



Lent Ceremony at Wat Prasouk Laos Temple



Al-Hikmat Interfaith Eid Feast Dinner



Eid Festival at Islamic Foundation of South Florida

- Chinese Baptist Church of Miami
- Christ Center Alliance Church (Chinese)
- Church in Miami (Korean) in Miami
- Dhammaloka Buddhist Society (Burmese)
- Islamic Center of Greater Miami - Miami Gardens Mosque
- Islamic School of Miami - Al Noor Mosque in Kendall
- Korean Central Baptist Church of Miami
- Miami Joomin (Korean) Church in Miami Springs
- Wat Buddharangsi of Miami, Thai Temple
- Wat Prasouk Laos Temple
- Al-Hikmat
- Bangladesh American Society of Muslim Aid for Humanity (Basmah)

# Asian Partners on Census 2020



## Asian Language Schools:



**CASEC Miami Chinese School**  
Kendall, FL



**Islamic School of Miami**  
Kendall, FL



**Miami Chinese Language School**  
Coral Gables, FL

## Masjid Al-Ansar

Masjid Al-Ansar Clara Mohammed School in Miami  
Liberty City, FL

# Asian Partners on Census 2020

Ethnic Media:



## Desh-Videsh

An Indian Magazine

## 北美經濟導報

North American Economic Herald

## 佛州大衆報

The United Chinese News of Florida

## Florida Viet Bao

A Vietnamese Newspaper

## Korean News of Florida

## Miami Gardens Observer

Serves Jamaican Chinese



# Asian Partners on Census 2020

## Translated Materials: Chinese



### Census 101: What you Need to Know

Census 101: What you need to know	人口普查101: 你需要知道的
Everyone counts.	每個人都很重要
The census counts every person living in the U.S. once, only once, and in the right place.	人口普查是統計每個居住在美國的人一次, 只是一次, 在正確的地點。
It's about fair representation.	這是關於公平代表權
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.	每10年, 人口普查的結果被用來重新審查眾議院, 決定每個州獲得多少席位。
It's in the constitution.	這是憲法。
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.	美國憲法規定, 每10年對全國的每個人進行統計。第一次人口普查是在1790年。
It's about 675 billion.	這是關於6,750億美元
The distribution of more than \$675 billion in federal funds, grants and support to states, counties and based on census date.	向各州、縣、社區發放超過6,750億美元的聯邦資金、基金撥款和支助是基於人口普查資料。
That money is spent on schools, hospitals roads public works and other vital programs.	這筆錢是用於學校、醫院、道路、公共工程和其他重要服務。
It's about redistricting.	這是關於重新分區的。
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.	每十年的人口普查之後, 州政府官員重新劃定了州內國會和州立法分界線的界限, 以考慮人口改變。
Taking part is your civil duty.	參加是你的公民義務。
Completing the census is mandatory, it's a way to participate in our democracy and say, "I COUNT!"	完成人口普查是例行公事的, 這是參與我們的民主社會途徑之一, 並說, "我數了!"
Census data are being used all around you.	人口普查資料正在你周圍使用。
Residents use the census to support community initiatives involving legislation, quality of life and consumer advocacy.	居民利用人口普查支援社區倡議, 包括立法、生活品質和消費者權益保護。
Local governments use the census for public safety and emergency preparedness.	地方政府利用人口普查來進行公共安全和應急準備。
Businesses use census data to decide where to build factories, offices and stores, which create jobs.	企業使用人口普查資料來決定在何處建立工廠、辦公室和商店, 從而創造就業機會。
Real estate developers use the census to build new homes and revitalize and neighborhoods.	房地產開發商利用人口普查來建造新住宅, 振興和鄰里。
Your privacy is protected.	您的隱私受到保護。
It's against the law for the census bureau to publicly release your responses in any way that could identify you or your household.	人口普查局以任何可能識別你或你家庭身份的方式公佈你的答覆, 這都違法。
By law, the census bureau cannot share your answers with any other government agency.	根據法律, 人口普查局不能與任何其他政府機構分享您的答案。
2020 will be easier than ever	2020年將比以往更容易
In 2020, you will be able	到2020年, 你將能夠在網上對人口普查做出回應。
You can help.	2020年將比以往更容易
You are the expert - we need your ideas on the best way to make sure everyone in your Community gets counted	您是專家 - 我們需要您的想法, 以確保您的社區中的每個人都得到計數。

Translated by Florida Asian Services. 由佛亞服務翻譯。

### 50 Ways Census Data Are Used

50 Ways Census Data Are Used	人口普查數據的 50 種使用方法
<b>Administrative Decision</b>	<b>政府行政決策</b>
Decision making at all levels of government.	制定各級政府(聯邦及各地方政府)的政策。
Drawing federal, state, and local legislative districts.	劃分聯邦、州及地方政府選區。
Reapportioning seats in the House of Representatives.	重新分配眾議院的席位。
Planning future government services.	規劃未來的政府服務。
Evaluating programs in different geographic areas.	評估不同地區的政府服務計劃的成效。
Providing proof of age, relationship, or residence certificates provided by the Census Bureau.	人口普查局可用作提供年齡、血緣及住址明明的證據。
<b>Financial Decision</b>	<b>政府財政決策</b>
Distributing over \$300 billion in federal funds and even more in state funds.	分配三千多億聯邦資金, 甚至更多的州政府資金。
Planning budgets for government at all levels.	各級政府財政預算規劃。
Publishing economic and statistical reports about the United States and its people.	出版有關美國人口的經濟及統計報告。
<b>Healthcare</b>	<b>醫療</b>
Planning for hospitals, nursing homes, clinics, and the location of other health services.	規劃醫院、護理院、診所或其他醫療設施的分佈。
Assessing the potential for spread of communicable diseases.	評估傳染性疾病的擴散情況。
Distributing medical research.	規劃醫學研究的分工。
Designing facilities for people with disabilities, the elderly, or children.	為殘疾人士、老人及小孩提供專用設施。
Planning health and educational services for people with disabilities.	規劃殘疾人士的醫療及教育服務。
<b>Education</b>	<b>教育</b>
Drawing school district boundaries.	劃分校區。
Directing services to children and adults with limited English language proficiency.	為英語水平有限的小孩和成人提供支援服務。
Developing adult education programs.	發展成人教育計劃。
Planning for school projects.	規劃學校專題的研究。
<b>Housing, Land and Transportation</b>	<b>房屋、土地及交通</b>
Forecasting future housing needs for all segments of the population.	預測所有人人口階層的未來住屋需求。
Determining areas eligible for housing assistance and rehabilitation loans.	確定有資格獲得住房援助和重建貸款的地區。
Establishing fair market rents and enforcing fair lending practices.	建立公平的市場租金及執行公平的借貸做法。
Planning urban land use.	規劃城市土地用途。
Development of rural areas.	市郊地區的發展。
Planning for public transportation services.	公共交通服務規劃。
Forecasting future transportation needs for all segments of the population.	預測各人口階層的未來交通需求。

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50 Ways Census Data Are Used	人口普查數據的 50 種使用方法
<b>Public Safety and Emergency Planning</b>	<b>社區安全及緊急應變計劃</b>
Designing public safety strategies.	設計公共安全策略。
Estimating the number of people displaced by natural disasters.	估計因天然災害而流離失所的人數。
Creating maps to speed emergency services to households in need of assistance.	改劃地圖路線, 為需要援助的家庭提供加速緊急服務。
Analyzing military potential.	分析軍事潛力。
<b>Other Public Services and Benefits</b>	<b>其他社會服務及福利計劃</b>
Directing funds for services for people in poverty.	撥款資助貧困人士。
Developing assistance programs for American Indians and Alaska Natives.	為美國印第安人和阿拉斯加原住民制定福利計劃。
Planning outreach strategies.	規劃政府的社區聯繫策略。
Planning for congregations.	協助教會規劃教區。
Providing evidence in litigation involving land use, voting rights, and equal opportunity.	在涉及土地使用、投票權和平等機會的訴訟中提供證據。
<b>Business Decision</b>	<b>商業決策</b>
Spotting trends in the economic well-being of the nation.	觀察國內經濟走勢。
Making business decisions.	影響商業決定。
Attracting new businesses to state and local areas.	吸引新公司在州內、縣內或市內投資。
Planning investments and evaluating financial risk.	制定投資計劃及評估財政風險。
Understanding labor supply.	理解各地勞動力供應。
Understanding consumer needs.	理解顧客需求。
Delivering goods and services to local markets.	影響本地市場的產品和服務供應。
Locating factory sites and distribution centers.	影響工廠或物流中心的位置選擇。
Distributing catalogs and developing direct mail pieces.	決定企業直銷單張的郵寄策略。
Setting a standard for creating both public and private sector surveys.	成為政府或商業調查的指標。
<b>Scientific Research</b>	<b>科學研究</b>
Analyzing local trends.	分析本地的各項趨勢。
Developing "intelligent" maps for government and business.	制作政府用或商用的智能地圖。
Facilitating scientific research.	促進科學研究。
Providing genealogical research.	提供家譜歷史研究。
Researching historical subject areas.	成為歷史學的研究範圍。
Planning and researching for media as backup for news stories.	影響媒體在新聞報導時的規劃和研究, 以及作為新聞報導的例證或參考資料。

Translated by Florida Asian Services | 由佛亞服務翻譯 | July 2019

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## Other Asian Languages are pending: Korean, Thai, etc



# Other Partners on Census 2020

## Cross-Racial Community Partners:



Edo Association of Florida



Nigerian American Foundation



Color of Change - BlackJoyMixer



United Ghanaians Association of South Florida



Igbo Community of South Florida



# Contact



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# We want everybody to be counted, especially children (aged 0-5)!

