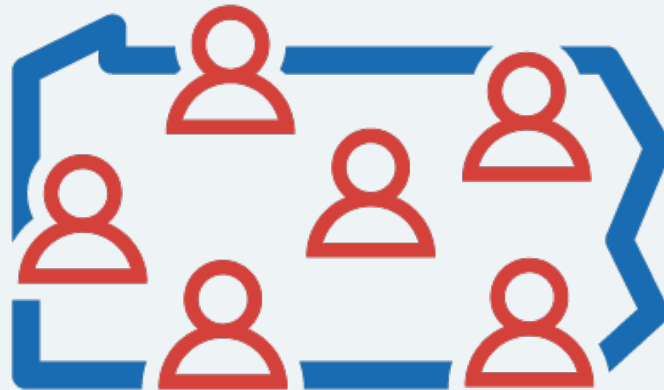


The coalition for a fair and accurate 2020 Census.



Let's count all Pennsylvanians.

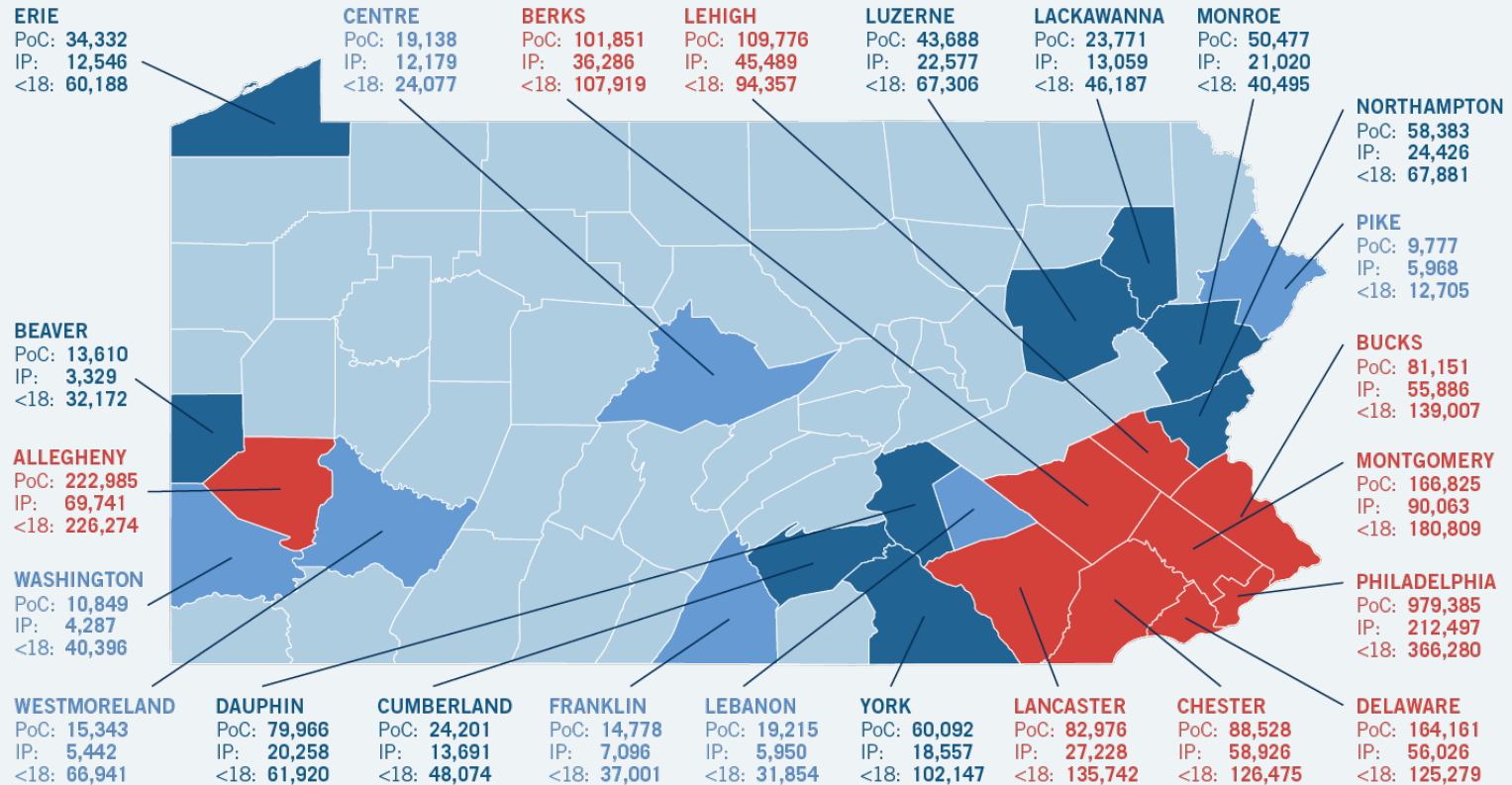
List of coalition partners

| | | |
|---|--|---|
| Asian Americans United | Just Harvest | Philadelphia Chinatown Development Corporation |
| Black Church Center for Justice and Equality | Keystone Progress Education Fund | Philadelphia Higher Education Network for Neighborhood Development (PHENND) |
| Bhutanese Community Association of Pittsburgh | Make The Road PA | Planned Parenthood Association of PA |
| Campaign for Working Families, Inc. | Media Mobilizing Project | Planned Parenthood Southeastern PA |
| CASA | New Voices for Reproductive Justice | POWER |
| Casa San Jose | One Pennsylvania | POWER Northeast |
| Committee of Seventy | Pennsylvania Budget and Policy Center | Project HOME |
| Common Cause Pennsylvania | Pennsylvania Council of Churches | Public Interest Law Center |
| Conservation Voters of Pennsylvania | Pennsylvania Health Access Network | SEAMAAC |
| Disability Rights Pennsylvania | Pennsylvania Humanities Council | SeniorLAW Center |
| Education Voters of PA | Pennsylvania Immigration and Citizenship Coalition | United Neighborhood Centers of Northeast PA |
| Emgage | Pennsylvania Interfaith Impact Network | Urban Affairs Coalition |
| Equality Pennsylvania | Pennsylvania Partnerships for Children | VietLead |
| Food and Water Watch | Philabundance | Women's Law Project |
| Greater Philadelphia Cultural Alliance | Pittsburgh United | |
| | Philadelphia Association of Community Development Corporations | |

Hard to count communities

- Immigrants
- People of color
- Children under 18
- Rural households
- Low-income households
- People experiencing homelessness

Priority Hard to Count Populations



TIER 1 TIER 2 TIER 3

POPULATION OF COLOR (PoC) IMMIGRANT POPULATION (IP) UNDER 18 POPULATION (<18)

1.2 Million households are at risk not participating if we don't engage them early in understanding the importance of the Census to their everyday life.

This is about 24% of the total number of households in PA.

One-on-One Engagement (Civic Engagement)



Ways groups are engaging

- Field mobilization (community events, door, mail, phone, text)
- Educate and mobilize organization's membership
- Recruit other organizations to join the effort
- Create a pipeline for Census Bureau hiring
- Advocate for public and private resources

Get Out the Count plan

2019 – Spring of 2020

- Establish target measures of engagement
- Implement a coordinated communications plan
- Conduct community education and trainings
- Build coalition members' civic engagement capacities
- Execute a targeted field operation – using multilayered conversations of door, phone, mail, text and community events to reach the 1.2 million households least likely to respond to the Census

Complete Count Committees

Commonwealth – Committee members announced in January

Pittsburgh / Allegheny – Held 1st meeting Dec. 6th

Philadelphia – Currently staffed

Montgomery, Erie – Early 2019

National Landscape

Strong coalition of stakeholders and funders working collaboratively

Focus on national needs with some attention to priority states (PA is not one of them)

Opportunities and Challenges ahead

1. Expand the coalition to engage more nonprofits who work in hard to count communities
2. Create a public funds for counties and nonprofits to engage in.
3. All coalition partners and the Get out the Count plan are funded to do the work
4. Uncertainty around the Untested Citizenship question

For more information

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