

Keystone Policy Series

CENSUS 2020 Update for PA Funders



Welcome!

- ▶ This webinar is being recorded and will be available for distribution following today's program.
- ▶ All lines will be muted during this call, please use the chat box for any technical difficulties.
- ▶ There will be time for Q & A at the end of the session. During this time, if you have a question or comment you can unmute your line by pressing *7. Please remember to re-mute by pressing *6.
- ▶ If you prefer you can send your questions anytime during the presentation through the chat box and we'll answer them as they come in as best we can.

Keystone Policy Series

Who's on the Webinar

Grantmakers of Western Pennsylvania

- Jenny Nielsen, Director of Programming

FCCP

- Jocelyn Bissonnette, Director of the Funders Census Initiative

PA Voice/ Keystone Counts

- **Erin Casey**, Executive Director, Pennsylvania Voice
- **Jo Lin**, Coalition Manager, Keystone Counts

CENSUS 2020

#CountPhilanthropyIn

Keystone Policy Series - CENSUS 2020

April 11, 2019



FUNDERS CENSUS INITIATIVE (FCI)

A working group of the Funders' Committee for Civic Participation



Get support,
stay informed



Connect with others



Webinars, in-person
presentations



Access to Census
Funders Resources

THE CENSUS: A Constitutional Requirement



14th Amendment requires “counting the whole number of persons” = everyone

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers...The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

- Article I, Section 2 of the Constitution of the United States

THE CENSUS IS NOT EQUAL OPPORTUNITY

Overcount



- Non-Hispanic Whites
- Homeowners (*proxy for higher income*)
- College students living away from home
- Older people

Undercount (*historically harder-to-count groups*)



- People of color; American Indians on reservations
- Young children (*ages 0-4*)
- Renters (*proxy for lower income*)
- Immigrant/LEP households

2020 CHALLENGES

“Count everyone once, only once, and in the right place”



**Internet as primary response option,
addressing the digital divide**



**Reduce number of field staff,
larger territories**



Delayed communications plan



**Inadequate funding has
affected census operations
implementation**



Community reluctance

CENSUS 2020: WHY PHILANTHROPY COUNTS



Guides foundation strategies, research, investments, and evaluations



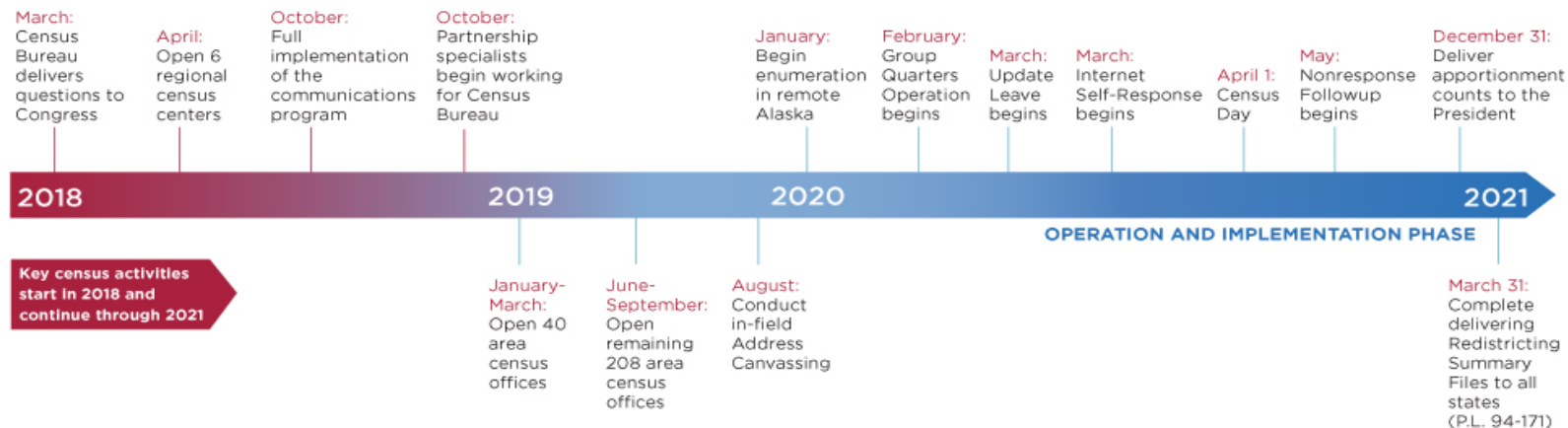
Steers \$800B+ annually in federal funding to states and localities



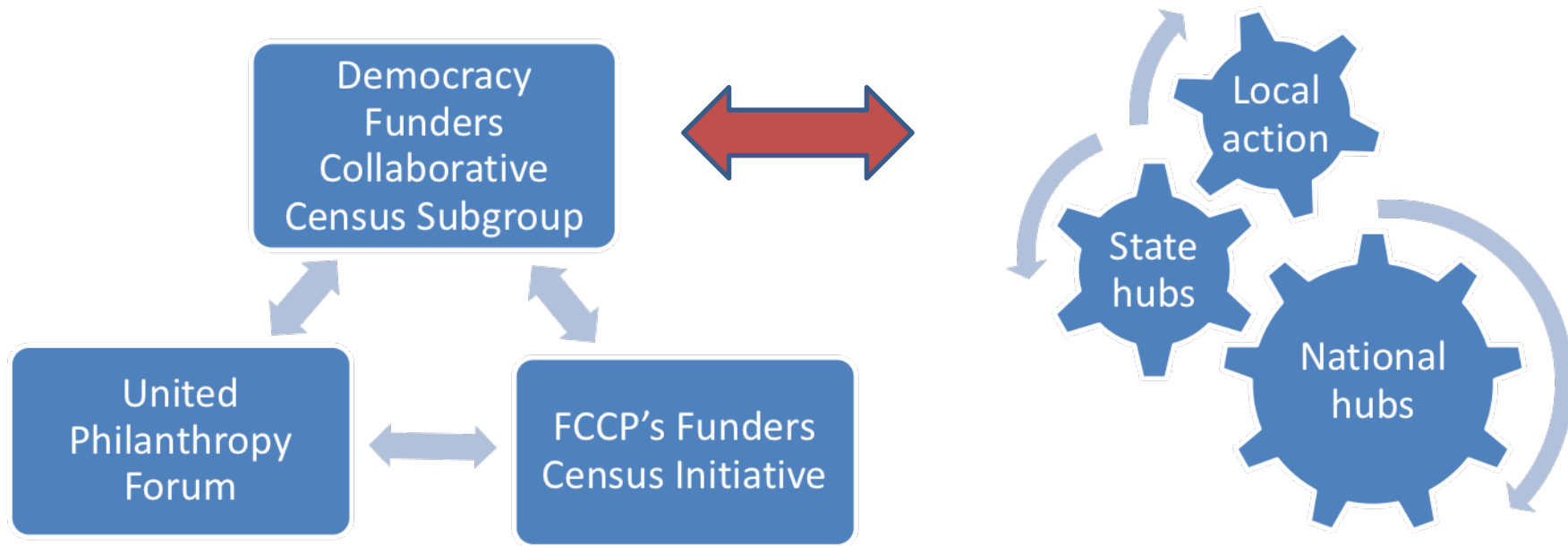
Determines political representation, used to monitor/enforce civil right laws

Road to the 2020 Census

2020 Census Operational Timeline



PARTNERSHIPS & COORDINATION



NATIONAL FUNDER ENGAGEMENT

National funders are focused on HTC

- Develop culturally resonant messages
- Create a network of expert national “hub” organizations
- Use technology and analytics to assist in completion of the count
- Create a rapid response team and network
- Provide technical assistance for state and local funders
- Conduct communications and resource mapping
- Support a digital academy

National funders are empowering state and local funders to fund within their states and communities

RESOURCES FOR FUNDERS



Funder listserv

Technical assistance

Resources

- Funder toolkit
- Menu of options
- Templates e.g. RFPs, position descriptions
- Key 2020 Census Milestones & Funder Milestones

Webinars

- 2020 Census Operations Webinar Series
- 2020 Census Messaging Testing Results

Peer exchange

State models

RESOURCES FOR FUNDERS

Census State Landscape Scan

- Six states: MI, MN, NJ, NM, NY, WA
- Interviewees included state based funders, PSOs, and stakeholders

Themes

- Don't wait – start now.
- Invest in relationship building and co-creation with historically HTC groups
- Leverage existing infrastructure, but also look beyond the usual suspects to effectively reach historically undercounted communities.
- Assess and invest in capacity to coordinate census work other funders, PSOs, nonprofits, grassroots groups, businesses, civic infrastructure, state and local government.
- Address fears, but also create space for communities to leverage census as a tool for to generate powerful transformation.

- *It's government's job. Why should we let them transfer one more thing to us?*
- *We don't fund political processes.*
- *It doesn't fit our funding priorities.*
- *We are a place-based funder, so we can't participate in pooled funds.*
- *We're concerned about being isolated if we fund.*

FUNDER ENGAGEMENT

PARTICIPATE.



CONVENE.



INVEST.



FOR MORE INFORMATION

Jocelyn Bissonnette

Jbissonnette@funderscommittee.org

Funders Census Initiative

bit.ly/FCI2020

JOIN TODAY!





Erin Casey, Executive Director
Jo Lin, Keystone Counts Coalition Manager

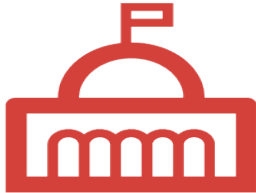
The coalition for a fair and accurate 2020 Census.



Let's count all Pennsylvanians.

What's At Stake For Pennsylvania

Representation



Resources



Support



PA Funding Derived from Census Data

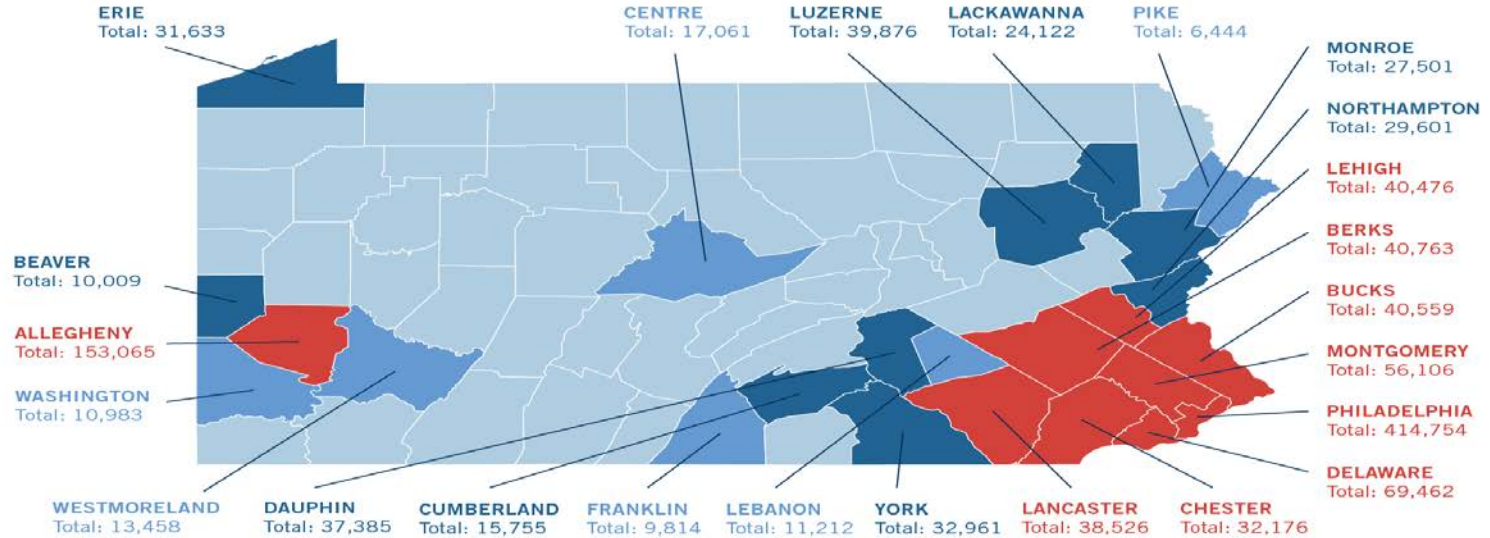
55 Large Federal Spending Programs Guided by Decennial Census Data (Fiscal Year 2016)

Source: The George Washington
Institute of Public Policy

Medical Assistance Program (Medicaid)	\$17,035,666,000	Federal Transit - Capital Investment Grants	\$255,903,604	Home Investment Partnerships Program	\$61,971,119
Federal Direct Student Loans	\$5,232,355,537	Low Income Home Energy Assistance (LIHEAP)	\$203,485,100	Block Grants for the Prevention and Treatment of Substance Abuse	\$59,100,201
Medicare Suppl. Medical Insurance (Part B)	\$2,744,751,997	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	\$202,895,000	Water and Waste Disposal Systems for Rural Communities	\$54,938,900
Supplemental Nutrition Assistance Program (SNAP)	\$2,729,024,683	Title IV-E Foster Care	\$165,566,842	Career and Technical Education - Basic Grants to States	\$40,722,778
Highway Planning and Construction	\$1,967,464,015	New Markets Tax Credit	\$150,902,471	State Community Development Block Grant	\$37,464,741
Federal Pell Grant Program	\$840,800,000	Vocational Rehabilitation Grants to the States	\$144,407,083	Workforce Innovation and Opportunity Act (WIOA) Dislocated Worker Grants	\$37,223,657
Temporary Assistance for Needy Families (TANF)	\$719,499,305	Unemployment Insurance Administration	\$135,940,000	Community Facilities Loans / Grants	\$34,837,940
Very Low to Moderate Income Housing Loans	\$610,322,282	Community Development Block Grants / Entitlement Grants	\$132,117,621	Rural Rental Assistance Payments	\$33,889,200
Section 8 Housing Choice Vouchers	\$609,804,000	Adoption Assistance	\$120,664,274	Special Programs for the Aging, Title III, Part C, Nutrition Services	\$31,087,029
Title I Grants to Local Educational Agencies	\$567,812,540	Public Housing Capital Fund	\$119,163,000	Homeland Security Grant Program	\$30,994,986
Federal Transit Formula Grants	\$524,110,000	Health Care Centers	\$116,277,037	Community Services Block Grant	\$30,532,767
Special Education Grants	\$436,302,376	Child Care Mandatory and Matching Funds	\$115,576,000	Workforce Innovation and Opportunity Act (WIOA) Youth Activities	\$29,627,611
Section 8 Housing Assistance Payments Program	\$429,812,058	Child and Adult Care Food Program	\$113,446,000	Workforce Innovation and Opportunity Act (WIOA) Adult Activities	\$29,235,262
National School Lunch Program	\$369,272,000	School Breakfast Program	\$110,896,000	Employment Service / Wagner-Peyser	\$27,298,958
State Children's Health Insurance Program (CHIP)	\$365,076,000	Supporting Effective Instruction State Grants	\$91,965,059	Business and Industry Loans	\$26,410,000
Low Income Housing Tax Credit	\$343,843,308	Crime Victim Assistance	\$86,776,184	Rural Electrification Loans and Loan Guarantees	\$18,000,000
Head Start	\$298,934,211	Child Care and Development Block Grant	\$80,442,000	Cooperative Extension Service	\$17,167,885
Public and Indian Housing	\$283,543,000	Social Services Block Grant	\$63,184,601	Native American Employment & Training	\$856,953

TOTAL FUNDING FOR FY16: \$39,179,047,733

Priority Counties & At Risk Households



Priority county tiers were determined based on the areas that experienced undercounts in the 2010 Census, along with growth in the historically undercounted populations of people of color, immigrants, and children under 18. At risk households were determined based on the Census Bureau model of predicting non-response to the 2020 Census by census tract.

TIER 1
TIER 2
TIER 3



2019 – 2020 Goals

1. Push for public funds at the state level for education and outreach around the census
- 2. Support federal advocacy efforts needed for a successful 2020 Census
3. Identify and expand the coalition in key geographies
4. Execute the Get Out the Count Plan (GOTC)
5. Produce case studies and recommendations for 2030
-
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Get Out the Count Plan: One-on-One Engagement



Key Components of the Get Out the Count Plan

- Multi-layered one-on-one engagement to specific individuals
- Focus on at risk households that are identified
- Types of outreach: canvassing at doors and events, phone banking, text banking, pledge cards and mailers

Coalition Members

ACTION Housing, Inc.

AFRICOM

Asian Americans United

Bebashi

Bhutanese Community Association of Pittsburgh

Black Church Center for Justice
and Equality

Campaign for Working Families, Inc.

Caribbean Community in Philadelphia

CASA

Casa San Jose

Coalition Against Hunger

Committee of Seventy

Common Cause Pennsylvania

Conservation Voters of Pennsylvania

Disability Rights Pennsylvania

Education Voters of PA

Emgage

Equality Pennsylvania

Food and Water Watch

HIAS Pennsylvania

Hunger-Free Pennsylvania

Jewish Community Center of Greater Pittsburgh

Jewish Family and Community Services

Just Harvest

Keystone Progress Education Fund

Latino Community Center

Lawyers' Committee for Civil Rights Under Law

Lutheran Advocacy Ministry in PA

Make The Road PA

Media Mobilizing Project

New Voices for Reproductive Justice

North 5th Street Revitalization Project

One Pennsylvania

PathWays PA

Pennsylvania Budget and Policy Center

Pennsylvania Council of Churches

Pennsylvania Health Access Network

Pennsylvania Humanities Council

Pennsylvania Immigration and

Philadelphia Association of Community
Development Corporations

Philadelphia Chinatown
Development Corporation

Philadelphia Higher Education Network for
Neighborhood Development (PHENND)

Pittsburgh United

Planned Parenthood Association of PA

Planned Parenthood Southeastern PA

POWER

POWER Northeast

Project HOME

Public Interest Law Center

Restaurant Opportunities Center United of PA
SEAMAAC

SeniorLAW Center

United Neighborhood Centers of Northeast PA

United Somali Bantu of Greater Pittsburgh

Urban Affairs Coalition

VietLead

Vintage, Inc.

Timeline

- Continue advocacy for state level public funds (now – June 2019)
- Expand coalition partners in key geographies (now – November 2019)
- Grassroots message testing (April – August 2019)
- Trainings, goal setting, coaching and ongoing technical assistance (Summer 2019 – May 2020)
- Field outreach starts (Fall 2019 – May 2020)

How you can help

- Host meeting / training for grantees about the importance of the Census
- Participate in advocacy efforts
- Identify and recommend organizations to join Keystone Counts
- Support the coordinated Get Out the Count Plan

Support needed for the Get Out the Count Plan

- Coordination of coalition member organizations, training and oversight of coordinated outreach and education civic engagement program
- Training and development on grassroots messaging research for different audiences
- Funding for coalition member organizations for one-on-one engagement to reach as many of the 1.2 million households (event canvassing, door-knocking, phone-banking, mailers, text-banking)
- Civic engagement tools and materials
- Data analysis and tracking of program, including pre-program launch and program implementation
- Post-program evaluation of coordinated outreach and education civic

Discussion: Let's hear from you!

Reminder: If you have a question or comment you can unmute your line by pressing *7. Please remember to re-mute by pressing *6!

Share:

Is your organization working on anything you would like your PA colleagues to know about?

Is there anything happening in your region you would like to share?

Ask:

Is there anything from today's presentation you would like to know more about?

Follow Up:

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Erin Casey: ecasey@pavoice.org