Keystone Policy Series

CENSUS 2020
Update for PA Funders
Welcome!

- This webinar is being recorded and will 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.
Who's on the Webinar

- Jenny Nielsen, Director of Programming
- Jocelyn Bissonnette, Director of the Funders Census Initiative
- Erin Casey, Executive Director, Pennsylvania Voice
- Jo Lin, Coalition Manager, Keystone Counts
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
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

2018
- March: Census Bureau delivers questions to Congress

2019
- April: Open 6 regional census centers
- October: Full implementation of the communications program
- October: Partnership specialists begin working for Census Bureau

2020
- January: Begin enumeration in remote Alaska
- February: Group Quarters Operation begins
- March: Update Leave begins
- March: Internet Self-Response Begins
- April 1: Census Day
- May: Nonresponse Followup begins
- December 31: Deliver apportionment counts to the President

2021
- Key census activities start in 2018 and continue through 2021
- January-March: Open 40 area census offices
- June-September: Open remaining 208 area census offices
- August: Conduct in-field Address canvassing
- March 31: Complete delivering Redistricting Summary Fills to all states (P.L. 94-171)

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
PARTNERSHIPS & COORDINATION

- Democracy Funders Collaborative Census Subgroup
- United Philanthropy Forum
- FCCP’s Funders Census Initiative

Local action
State hubs
National hubs
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!
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

<table>
<thead>
<tr>
<th>Program</th>
<th>Funding (in $)</th>
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<tbody>
<tr>
<td>Medical Assistance Program (Medicaid)</td>
<td>$17,035,660,000</td>
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<td>Federal Direct Student Loans</td>
<td>$5,232,355,537</td>
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<td>Medicare Supplementary Medical Insurance (Part B)</td>
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<td>Supplemental Nutrition Assistance Program (SNAP)</td>
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<td>Highway Planning and Construction</td>
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<td>Federal Pell Grant Program</td>
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<td>Temporary Assistance for Needy Families (TANF)</td>
<td>$719,499,306</td>
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<td>Very Low to Moderate Income Housing Loans</td>
<td>$610,329,292</td>
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<td>Section 8 Housing Choice Vouchers</td>
<td>$609,804,000</td>
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<td>Title I Grants to Local Educational Agencies</td>
<td>$567,812,540</td>
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<td>Federal Transit Formula Grants</td>
<td>$524,110,000</td>
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<td>Special Education Grants</td>
<td>$436,302,376</td>
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<td>Section 8 Housing Assistance Payments Program</td>
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<td>National School Lunch Program</td>
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<td>State Children's Health Insurance Program (CHIP)</td>
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<td>Low Income Housing Tax Credit</td>
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<td>Head Start</td>
<td>$298,934,211</td>
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<td>Public and Indian Housing</td>
<td>$283,543,000</td>
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<td>Federal Transit - Capital Investment Grants</td>
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<td>Low Income Home Energy Assistance (L-HEAP)</td>
<td>$203,489,100</td>
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<td>Supplemental Nutrition Program for Women, Infants, and Children (WIC)</td>
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<td>Title IV-E Foster Care</td>
<td>$165,566,842</td>
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<td>New Markets Tax Credit</td>
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<td>Vocational Rehabilitation Grants to the States</td>
<td>$144,407,063</td>
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<td>Unemployment Insurance Administration</td>
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<td>Community Development Block Grants / Entitlement Grants</td>
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<td>Adoption Assistance</td>
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<td>Public Housing Capital Fund</td>
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<td>Health Care Centers</td>
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<td>Child Care Mandatory and Matching Funds</td>
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<td>Child and Adult Care Food Program</td>
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<td>School Breakfast Program</td>
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<td>Supporting Effective Instruction State Grants</td>
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<td>Crime Victim Assistance</td>
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<td>Child Care and Development Block Grant</td>
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<td>Social Services Block Grant</td>
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<td>Home Investment Partnerships Program</td>
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<td>Block Grants for the Prevention and Treatment of Substance Abuse</td>
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<td>Rural Development Program</td>
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<td>Career and Technical Education - Basic Grants to States</td>
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<td>State Community Development Block Grant</td>
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<td>Workforce Innovation and Opportunity Act (WIOA)</td>
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<td>Community Facilities Loans / Grants</td>
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<td>Rural Rental Assistance Payments</td>
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<td>Special Programs for the Aging, Title III, Part C, Nutrition Services</td>
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<tr>
<td>Homeland Security Grant Program</td>
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<td>Community Services Block Grant</td>
<td>$30,532,767</td>
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<td>Workforce Innovation and Opportunity Act (WIOA) Youth Activities</td>
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<tr>
<td>Workforce Innovation and Opportunity Act (WIOA) Adult Activities</td>
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<td>Employment Service / Wagner-Peyser</td>
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<td>Business and Industry Loans</td>
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<tr>
<td>Rural Electrification Loans and Loan Guarantees</td>
<td>$18,000,000</td>
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<td>Cooperative Extension Service</td>
<td>$17,167,885</td>
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<tr>
<td>Native American Employment &amp; Training</td>
<td>$866,053</td>
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</tbody>
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**Total Funding for FY16:** $39,179,047,733
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.
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
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...
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 engagement program
**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!

<table>
<thead>
<tr>
<th>Share:</th>
<th>Is your organization working on anything you would like your PA colleagues to know about?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask:</td>
<td>Is there anything happening in your region you would like to share?</td>
</tr>
<tr>
<td></td>
<td>Is there anything from today’s presentation you would like to know more about?</td>
</tr>
</tbody>
</table>

**Follow Up:**
- Jenny Nielsen: [jnielsen@gwp.org](mailto:jnielsen@gwp.org)
- Jocelyn Bissonnette: [j本当気も手伝ってください@funderscommittee.org](mailto:j本当気も手伝ってください@funderscommittee.org)
- Erin Casey: [ecasey@pavoice.org](mailto:ecasey@pavoice.org)