



GPNP

Greater Pittsburgh
Nonprofit Partnership

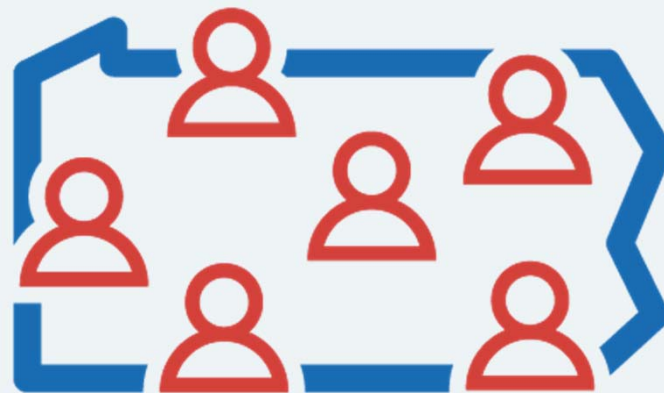


Keystone Counts

January 28, 2019



The coalition for a fair and accurate 2020 Census.



Let's count all Pennsylvanians.

Introductions

- Your name
- The organization you work for
- Your community / people you serve
- Why you think the census is important to your community

Agenda

- Why the census is important to Pennsylvania
- Why the census is at risk
- What you can do about it
- Break!
- What concerns does your community have
- What messages does your community need to hear
- Reflections, sign-on, networking

What's At Stake For Pennsylvania

Representation



Resources



Support





PA Funding Derived from Census Data

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015). Source: The George Washington Institute of Public Policy

Medical Assistance Program (Medicaid)	\$16,059,711,500
Supplemental Nutrition Assistance Program (SNAP)	\$2,699,655,059
Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	\$2,601,745,401
Highway Planning and Construction	\$1,670,766,557
Section 8 Housing Choice Vouchers	\$610,158,000
Title I Grants to Local Education Agencies	\$549,714,720
Special Education Grants (IDEA)	\$421,314,492
Section 8 Housing Assistance Payments Program (Project-based)	\$371,741,214
State Children’s Health Insurance Program (S-CHIP)	\$371,121,000
National School Lunch Program	\$351,780,636
Head Start/Early Head Start	\$286,413,049
Low Income Home Energy Assistance (LIHEAP)	\$206,649,757
Supplemental Nutrition Program for Women, Infants, and Children (WIC)	\$202,222,692
Foster Care (Title IV-E)	\$159,967,000
Child Care and Development Fund- Entitlement	\$116,779,000
Health Center Programs (Community, Migrant, Homeless, Public Housing)	\$113,627,693

Total Program Obligations: \$26,793,367,770

Per Capita: \$2,093

A fair and accurate census starts today

KEYSTONE COUNTS IS A CAMPAIGN OF
PENNSYLVANIA VOICE

2020 Census is At Risk

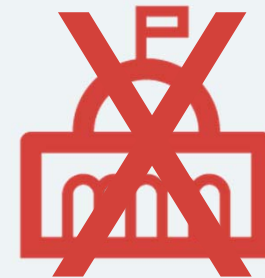
Underfunding



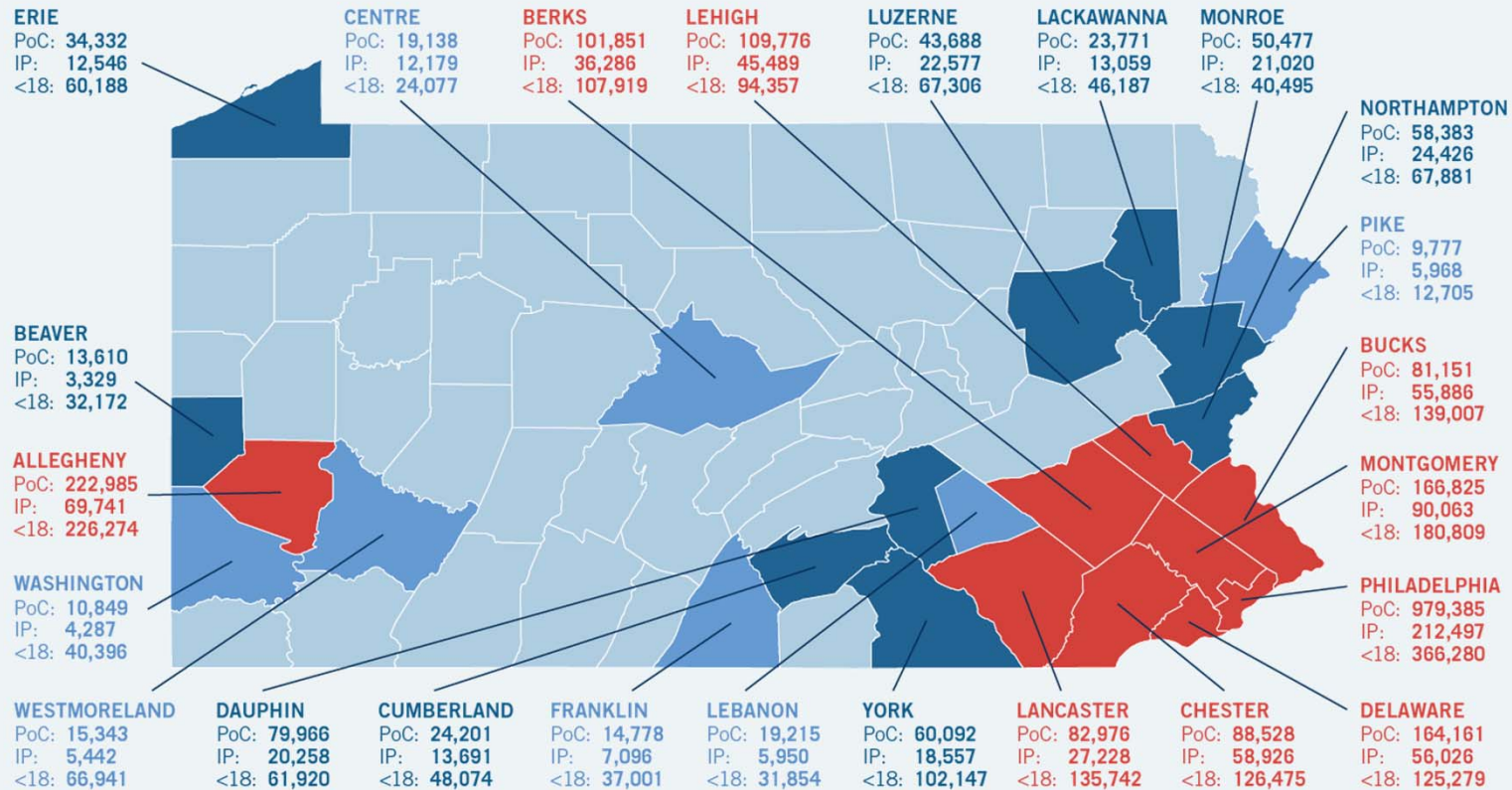
Uncertainty of Reach



Fear of Government



Priority Hard to Count Populations



TIER 1
TIER 2
TIER 3
 POPULATION OF COLOR (PoC) IMMIGRANT POPULATION (IP) UNDER 18 POPULATION (<18)

Western PA

County	Total Households	Households At Risk	% At Risk
Allegheny	531,075	153,065	29%
Erie	110,047	31,633	29%
Beaver	69,922	10,009	14%
Washington	83,745	10,983	13%
Westmoreland	150,697	13,458	9%
TOTAL	945,486	219,148	23%

Western PA (by demographic)

County	Households At Risk	AAPI Households	Black Households	Latinx Households
Allegheny	153,065	6,297	45,452	3,400
Beaver	10,009	20	2,590	144
Erie	31,633	547	5,239	1,705
Washington	10,983	72	986	178
Westmoreland	13,458	54	1,723	229
TOTAL	219,148	6,990	55,990	5,656

One-on-One Engagement



Brainstorm

- What concerns does your community have
- What messages does your community need to hear

National Messaging Research

AAPI

Black

Latinx



National Messaging Research

Testing for:

- Recognition of the Census and its impact
- Delivery Methods
- Resonant messages
- Influential Messengers

Method: Surveys, focus groups

Time frame: Spring of 2018

Sample size: > 1000 respondents

Recognition of Census

AAPI	Black	Latinx
<ul style="list-style-type: none"><li data-bbox="226 703 674 906">• Awareness of the incoming Census low<li data-bbox="226 938 737 1141">• Concern for citizenship question high	<ul style="list-style-type: none"><li data-bbox="779 703 1247 987">• Most Black adults recognize the importance of the census<li data-bbox="779 1019 1220 1222">• Black Millennials recognized the Census the least	<ul style="list-style-type: none"><li data-bbox="1333 703 1850 906">• Positive response to Census as a civic duty<li data-bbox="1333 938 1829 1141">• Fear and hesitation about citizenship question

Delivery Method: Paper vs Online

AAPI	Black	Latinx
<ul style="list-style-type: none">• 2/3 of respondents indicated they will probable fill out the Census• Equally favor paper & online forms	<ul style="list-style-type: none">• Preference for filling Census online• Though paper-users cite challenges with technology	<ul style="list-style-type: none">• 40% respondents cited online option as inconvenient• Prefer paper form• 64% respondents cited a home visit as inconvenient

Resonant Messages

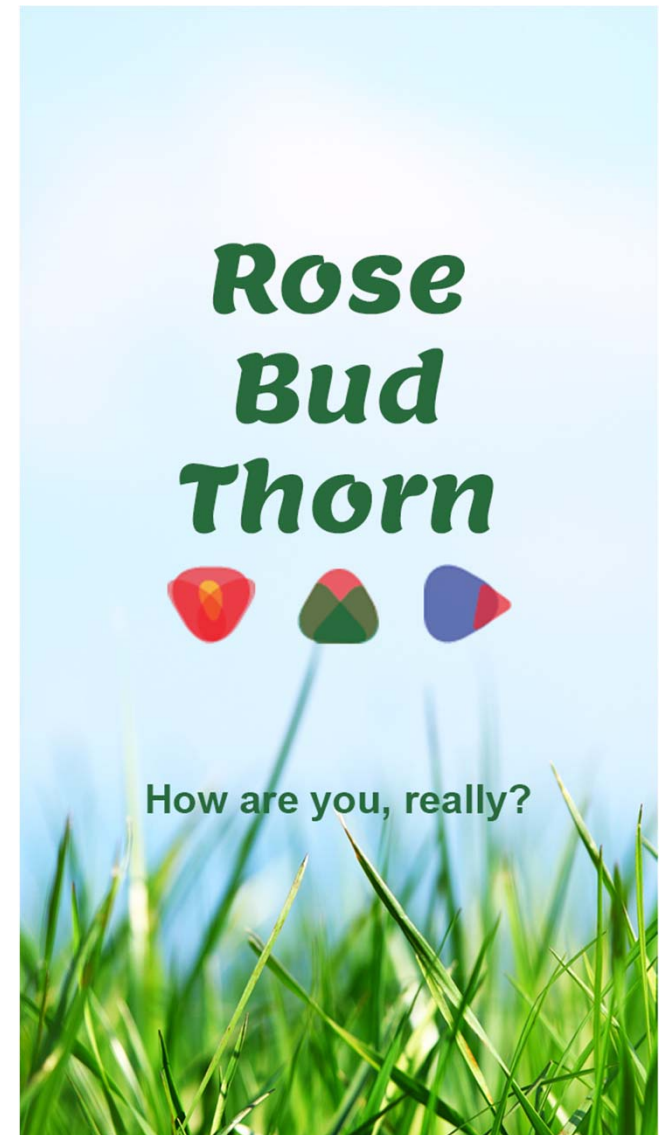
AAPI	Black	Latinx
<ul style="list-style-type: none">• The Census is important for my family and our children• Fair share of resources for my communities	<ul style="list-style-type: none">• Bringing political power to black communities• Ensure funding for programs my community relies on (i.e. SNAP)	<ul style="list-style-type: none">• Census is convenient, safe, and required by law• Funding for local schools and communities

Influential Messengers

AAPI	Black	Latinx
<ul style="list-style-type: none">• Community members• Public figures• Advertisements in language helped marginally	<ul style="list-style-type: none">• Black elected officials, public figures (Barack Obama, Oprah)	<ul style="list-style-type: none">• Community organizations, medical professionals teachers• Latinas (mothers, sisters, wives, etc.)

Reflection

- Rose (strength, highlight)
- Thorn (obstacle, downside)
- Bud (possibility, opportunity)





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