ARE YOU READY FOR THE 2020 CENSUS?

Get prepared!
Real estate developers and city planners use census data to plan new homes and fund neighborhood improvements.

Local government officials use census data to ensure public safety and for planning and supporting schools and hospitals.

Residents use census data to support community initiatives involving legislation, quality-of-life, local services and consumer advocacy.

Businesses use census data to decide where to build factories, offices and stores, and these create jobs locally.

Why be concerned about Census 2020?

Because the Census Affects Daily Life in YOUR Community!

The Census gathers data every ten years, and this data will guide our legal representation, planning for schools, neighborhoods, businesses, funding for public services, and so much more affecting our daily lives...
For the 2020 Census: Pennsylvania is at Risk of an Undercount

SO WHY WORRY ABOUT THE CENSUS HERE IN PA?

Without action, Pennsylvania could lose millions in federal funds...

Every year for the next ten years!

Pennsylvania is the second most vulnerable state in the nation in the total number of federal funds that would be lost, according to a recent George Washington University study.
## PA Funding Derived from Census Data

### Source: The George Washington Institute of Public Policy

<table>
<thead>
<tr>
<th>Program</th>
<th>Funding (Fiscal Year 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Assistance Program (Medicaid)</td>
<td>$17,035,666,000</td>
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<tr>
<td>Federal Direct Student Loans</td>
<td>$5,232,355,537</td>
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<tr>
<td>Medicare Suppl. Medical Insurance (Part B)</td>
<td>$2,744,751,977</td>
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<td>Supplemental Nutrition Assistance Program (SNAP)</td>
<td>$2,729,024,683</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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<tr>
<td>Temporary Assistance for Needy Families (TANF)</td>
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<tr>
<td>Very Low to Moderate Income Housing Loans</td>
<td>$610,322,282</td>
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<tr>
<td>Section 8 Housing Choice Vouchers</td>
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<tr>
<td>Title I Grants to Local Educational Agencies</td>
<td>$567,812,540</td>
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<tr>
<td>Federal Transit Formula Grants</td>
<td>$524,110,000</td>
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<tr>
<td>Special Education Grants</td>
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<tr>
<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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<tr>
<td>Low Income Housing Tax Credit</td>
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<td>Head Start</td>
<td>$288,934,211</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>
<td>$255,903,604</td>
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<tr>
<td>Low Income Home Energy Assistance (LIHEAP)</td>
<td>$203,485,100</td>
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<tr>
<td>Supplemental Nutrition Program for Women, Infants, and Children (WIC)</td>
<td>$202,895,000</td>
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<tr>
<td>Title IV-E Foster Care</td>
<td>$176,966,842</td>
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<td>New Markets Tax Credit</td>
<td>$160,902,471</td>
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<tr>
<td>Vocational Rehabilitation Grants to the States</td>
<td>$144,407,083</td>
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<td>Unemployment Insurance Administration</td>
<td>$135,940,000</td>
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<tr>
<td>Community Development Block Grants / Entitlement Grants</td>
<td>$132,117,621</td>
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<tr>
<td>Adoption Assistance</td>
<td>$130,164,274</td>
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<td>Public Housing Capital Fund</td>
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<td>Health Care Centers</td>
<td>$116,277,037</td>
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<tr>
<td>Child Care Mandatory and Matching Funds</td>
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<tr>
<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>
<td>$80,442,000</td>
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<td>Social Services Block Grant</td>
<td>$63,184,601</td>
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</tbody>
</table>

### FY16 Funding Total: $39,179,047,733

### Other Program Funding:
- Home Investment Partnerships Program: $61,971,119
- Block Grants for the Prevention and Treatment of Substance Abuse: $59,100,201
- Water and Waste Disposal Systems for Rural Communities: $54,938,900
- Career and Technical Education - Basic Grants to States: $40,722,778
- State Community Development Block Grant: $37,464,741
- Workforce Innovation and Opportunity Act (WIOA) Dislocated Worker Grants: $37,223,657
- Community Facilities Loans / Grants: $34,837,940
- Rural Rental Assistance Payments: $33,889,200
- Special Programs for the Aging, Title III, Part C, Nutrition Services: $31,087,029
- Homeland Security Grant Program: $30,994,986
- Community Services Block Grant: $30,532,767
- Workforce Innovation and Opportunity Act (WIOA) Youth Activities: $29,627,611
- Workforce Innovation and Opportunity Act (WIOA) Adult Activities: $29,235,262
- Employment Service / Wagner-Peyser: $27,298,958
- Business and Industry Loans: $26,410,000
- Rural Electrification Loans and Loan Guarantees: $18,000,000
- Cooperative Extension Service: $17,167,885
- Native American Employment & Training: $856,953
SO WHY ARE WE THINKING THERE WILL BE AN UNDERCOUNT???

Census 2020 – It is Different This time...

- **ONLINE Census** – *For the first time!*

- Decreased Funding for Census 2020 (from previous counts)

- Behind Schedule for Employment of Census workers (and training trusted messengers in targeted communities)

- Large increases in hard-to-count populations
Who Are Included in “Hard to Count” Populations???

- Immigrants
- Non-English Speaking Residents
- People of color
- Children under 18
- Rural households
- Low-income households
- People experiencing homelessness
- Isolated Elderly
## Southeastern Pennsylvania

<table>
<thead>
<tr>
<th>County</th>
<th>Total Households</th>
<th>At Risk Households</th>
<th>% At Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bucks</td>
<td>233,517</td>
<td>40,559</td>
<td>17%</td>
</tr>
<tr>
<td>Chester</td>
<td>186,721</td>
<td>32,176</td>
<td>17%</td>
</tr>
<tr>
<td>Delaware</td>
<td>203,610</td>
<td>69,462</td>
<td>34%</td>
</tr>
<tr>
<td>Montgomery</td>
<td>309,884</td>
<td>56,106</td>
<td>18%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>582,594</td>
<td>414,754</td>
<td>71%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,516,326</td>
<td>613,057</td>
<td>40%</td>
</tr>
</tbody>
</table>
The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates. (https://www.census.gov/roam)
Montgomery County – Low Response Rates in 2010

Montco = 83% Overall

Response Rate in 2010
- Red: Response Rate in 2010 Below 70%
- Orange: Response Rate in 2010 Between 70% and 80%
- Gray: Response Rate in 2010 Greater Than 80%
Where Are the Priority Areas Located in North Penn?

- Ambler Borough
- Hatfield Township
- Hatfield Borough
- Kulpsville
- Lansdale Borough
- North Wales Borough
- Souderton/Telford
So What Is Underway Now to Address a Potential Undercount for Census 2020?

• COMPLETE COUNT COMMITTEES (CCC)
  County and State CCC’s are forming and beginning to plan

• EDUCATION AND PLANNING
  Human Services, Funder Groups, Community leaders beginning to be educated and develop plans to outreach and educate the community

• DEVELOPMENT OF OUTREACH TOOLS AND TOOLKITS
  ➢ Check www.census.gov website – Sign up for updates
  ➢ https://censuscounts.org website – materials and toolkits
  ➢ https://www.keystonecounts.org/about-keystone-counts - Sign up for email updates

• FUNDING FOR LOCAL INITIATIVES—
  Being Considered on Several Levels, but no public fund is currently established
The VNA Foundation of Greater North Penn recognizes that an undercount in Census 2020 would negatively impact public funding and vital programs necessary to support our quality of life in this North Penn region of Montgomery County. To ensure that nonprofit organizations are able to support efforts toward an accurate and complete count, especially within targeted, at-risk populations, the VNA Foundation proposes a series of 2020 Census Inclusion mini-grants.
Census Inclusion Mini Grants

PRIORITY FOCUS OF GRANTS

• Must target areas / census tracts within the North Penn region of Montgomery County considered most at risk of a potential undercount for Census 2020.

• Must target special populations “at risk” of an undercount for Census 2020.

• Collaborative efforts to support the community are encouraged and will be considered a priority for funding.

• Only nonprofit organizations currently serving the North Penn region will be considered for funding.
Who Are Included in “Hard to Count” Populations???

- Immigrants
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Census Inclusion Mini Grants

What Will the Mini Grants Cover?

Nonprofit organizations currently serving North Penn residents may apply for a mini-grant of **up to $5,000** to support activities promoting a complete and accurate count, including:

- Outreach and education efforts
- Providing local training
- Convening special community groups
- Working together on activities which build local trust and encourage participation
Census Inclusion Mini Grants

Timeline for Census Inclusion Grants

- **August 22, 2019** - Information session for potential applicants
- **October 2, 2019** - Applications begin online for the Census 2020 Mini-Grants.
- **November 1, 2019** - Applications Close
- **Mid-November** - Successful grantees announced; funded prior to November 30, 2019.
- **December 2019 through June 2020** - Work to be accomplished under the mini-grant, with final reports submitted by **July 31, 2020**.
Preparing for Census 2020 starts today...

Spread the word and consider ways in which YOU can help in your community!
Census Inclusion Mini Grants

(covering the Greater North Penn Region of Montgomery County)

Potential applicants for the 2020 Census Inclusion Grants are encouraged to contact the VNA Foundation Office to discuss grant proposals prior to application.

Contact Joanne Kline:
215-847-4401
or
jkline@npvnafoundation.org