

# Census 2020: Getting a Complete Count

Montgomery County Anti-Hunger Network

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# For the 2020 Census, Pennsylvania is at risk of an undercount

Without action, Pennsylvania could lose millions in federal funds every year for the next ten years. *In 2016, that was over \$39 Billion.*



Pennsylvania is the ***second most vulnerable state in the nation*** in the total amount of federal funds projected to be lost.

\*George Washington University study

# Montgomery County Funding

- Estimates show that every person who is not counted in the census amounts to roughly **\$2,093** in lost federal funding.
- Montgomery County is at risk for an undercount of 18% which translates into a loss of \$117 million in federal funding

# This Census is at risk

- Decreased funding for the 2020 Census, some State funds
- First online census
- Concerns about inadequate efforts to count hard-to-count populations
- Climate of fear / distrust of government

# Hard-to-Count Populations



- Immigrants
- Residents who don't speak English
- People of color
- Children under 18, Children under 5
- Rural households
- Low-income households
- Elderly people
- People experiencing homelessness

# What we can do... Communicate

- People need to hear a message more than once **and** in different ways
- People respond to making a plan or commitment
- People need to trust the messenger
- People enjoy being part of a team

# Let's plan... Add Census Info

**By building on what you already do, how can you be a *trusted messenger* who helps the people you serve learn about the census and complete it in 2020?**

Whom do you serve?

How do they connect with you and others?

What programs do they use? (Who are your organizational partners?)

# Let's plan... Reaching people

## In-person

- waiting room
- check-in
- check-out
- Days of Assistance

## In print

- fliers  
(where?)
- letters
- pledge cards

## Digital

- newsletter
- email  
Signature
- website
- social media

## Phone

- follow-up  
from pledge  
cards
- routine  
contact



# MontCo Complete Count Committee

- Info and resources: [Montcopa.org/census](http://Montcopa.org/census)
- TCN received a grant for materials and outreach submitted in partnership with Bucks Mont Collaborative and Interagency Council of Norristown
- Census Day April 1<sup>st</sup> help us spread the word
- PHAN offering Community & organizational trainings

# Questions and Comments

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