

# KEYSTONE COUNTS PROGRAM IMPACT REPORT



**Keystone Counts**

# INTRODUCTION

**Four years ago, the Pennsylvania Voice partnership identified the 2020 Census count as a key priority because of the significant and far-reaching consequences the Census would have for communities of color, immigrants, and other communities it serves - for an entire decade.**

We knew right from the beginning that we wanted to accomplish several ambitious goals for the program:

1. It was critical for our communities to be seen and counted accurately.
2. We wanted to expand the capacity of the civic engagement movement both within the partnership and in the broader nonprofit community.
3. And we wanted to lay the groundwork for the redistricting work that follows the Census count, to ensure fair, equitable, and community-driven voting maps.

We launched our nonpartisan Keystone Counts coalition in 2017 to serve as the statewide hub for census advocacy in Pennsylvania, and began building a Get Out the Count field operation leading up to the count in 2020. The statewide program was built to be multi-layered outreach to support and engage individuals during the Census self-response period. And it was designed to end in May of 2020 so that organizations could turn their focus to voter registration and turnout for the 2020 elections.

This is the story of the impact that the Keystone Counts coalition had on the 2020 Census in Pennsylvania.

I am so proud of all that we accomplished together. And it would not have been possible without the Pennsylvania Voice staff who played a critical role in building the Get Out the Count plan and provided the support to the organizations who worked tirelessly in engaging and empowering their communities to participate - Jo Lin, Jasmine Rivera and Ethan Tan.

With deep appreciation for all the staff, Keystone Counts coalition members, and everyone else who worked to ensure a fair and accurate count in Pennsylvania,

Erin Casey  
Executive Director  
Pennsylvania Voice

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# CONTEXT OF THE 2020 CENSUS

Conducting an accurate Census has always been a difficult task, with some groups more likely to be missed than others. Kids, immigrants, people of color, low-income households, and rural households all present challenges for the Census Bureau to enumerate accurately and fairly.

Unfortunately, in the years leading up to 2020, we saw that the 2020 Census would face additional barriers that increased the possibility of an undercount.

**UNDERFUNDING:** Federal funding for the 2020 Census had been frozen at 2010 levels, even though the country's population had grown and the estimated costs for a complete count would need to keep pace. In fact, the cost of enumerating our country's population has been roughly doubling every decade since 1970. The Census Bureau had also been hobbled by federal budget impasses that meant years of contingency funding – where departments are funded on an extension according to the previous year's budget. That process might be fine for most programs, but it is harmful for the Census Bureau, which must staff up dramatically in the years before a Census count.

**TRANSITION TO ONLINE COUNT:** The Census Bureau was relying heavily on cost-saving efficiency measures, which meant that 80% of households would not receive the traditional paper form, and would instead receive a letter in the mail asking them to fill out the questionnaire online. In the pre-COVID world, this was a huge change and it posed a challenge for households and communities that lack broadband access, digital literacy, and/or trust in the security of information entered online. The reliability of a new response website also remained a challenge – other federal government rollouts of new technologies, such as healthcare.gov, did not run smoothly during the initial period.

**CLIMATE OF DISTRUST:** Qualitative research released by the Census Bureau showed an “unprecedented” level of concern about the confidentiality of data provided to the Bureau among citizens and noncitizens alike. The proposed addition of an untested citizenship question to the Census survey increased the level of concern among immigrant communities, fanning fears in a political environment that had already been threatening. The question litigated in multiple trials around the country and investigation indicated political motivations behind the addition of the question. While the U.S. Supreme Court ultimately prevented the question from appearing on the 2020 Census, we knew that fear and distrust remained that could discourage immigrant households from participating.

“ 2020 was clearly a year of many, many obstacles to a complete count. From a hostile administration threatening to add a citizenship question to a program shift to a digital program to a lack of public resources to a global pandemic, the barriers to a complete count were numerous. This only re-emphasized what we already knew, and what the Pennsylvania Voice team had been preparing for over several years: we must protect the integrity of the census process and build our programs from the ground up with a sophisticated network of regular people representing every cross section of the hardest to count communities and coordinated through a central table of partners who have built trust around a shared set of values.” – CASA



# LANDSCAPE IN PENNSYLVANIA

These challenges to the 2020 Census jeopardized an accurate count in Pennsylvania. Any undercount would have devastating impacts on all Pennsylvanians, but especially the growing Black, Latinx, and AAPI communities in the Commonwealth. It would affect political representation and state redistricting; federal funding for programs like Medicare/Medicaid, SNAP, and the National School Lunch Program; and a wide-ranging array of community support and services.

Therefore, the Pennsylvania Voice partnership identified the 2020 Census count as a collective key priority in 2016, after recognizing the significant and far-reaching consequences for communities of color, immigrants, and other communities it serves for a decade to follow.

**“ We know a full and complete count of this historically ignored, marginalized, and disenfranchised population is critical to gaining the resources and representation we need and deserve.” – CASA**

The partnership tasked Pennsylvania Voice staff with creating a plan of action to ensure that Pennsylvania’s 2020 count would be fair and accurate.

Pennsylvania Voice was ideally situated to lead the statewide effort for a fair and accurate 2020 Census count. Working with our partners, the organization has been a critical architect of an enhanced 501(c)3 civic

engagement infrastructure in Pennsylvania since 2010.

Pennsylvania Voice brings together policy and legal experts with grassroots organizations to identify opportunities for public engagement in policy reform and movement-building in Pennsylvania. Pennsylvania Voice staff develop strategies and provide technical assistance to its partners in the coordinated civic engagement program, provide access to cutting-edge digital tools, connect organizations from across the Commonwealth and across issue areas, and build coordinated and collaborative plans for engaging and empowering individuals, especially underrepresented communities, in our political process.

For the 2020 Census, we quickly realized that, given the scope of what needed to be done, we needed to expand the tent and work with more stakeholders.

We launched the Keystone Counts project in the fall of 2017 to serve as the hub for statewide census advocacy and to coordinate a multi-year outreach plan to ensure that all Pennsylvanians were counted fairly and accurately. We launched with 27 organizations across the state signed on as coalition partners for the project, in recognition of the importance of acting collectively on the issue.

# 2017-2019: PLANNING FOR A FAIR AND ACCURATE COUNT

The initial Keystone Counts outreach effort had three critical components: 1) advocacy and education about the importance of getting the 2020 Census count done right; 2) education and recruitment of critical stakeholders; and 3) creating a Get Out the Count plan.

## ADVOCACY AND EDUCATION

The first advocacy focus was encouraging local municipalities and counties to participate in the Local Update of Census Addresses (LUCA) program. This was a program that allowed local municipalities and counties to use their knowledge of non-traditional and low visibility housing in their communities to ensure the Census has the best mailing addresses.

We helped to coordinate a public response to the proposal of the citizenship question in the 2020 Census. We generated over 3,500 public comments from Pennsylvania in August 2018, all opposing the addition of this untested question.

We also held four briefings for funders and seven briefings for nonprofit organizations in 2018 about the importance of the 2020 Census count. Given that the count happens only once every 10 years, we wanted to be sure that these stakeholders clearly understood the importance of making sure the count was done fairly and accurately.

Our March 2018 briefing for nonprofits included a presentation by the U.S. Census Bureau so we could learn more about its planned field effort. Assistant Regional Census Manager Jane Konstanty presented an overview of the Census Bureau's workplan for Pennsylvania, including the basic timeline leading up to the count, the boundaries of the state's Census office regions, and a discussion of where the state experienced low response rates in the last count. This briefing helped us better understand where the Keystone Counts coalition could have the biggest impact on increasing the self-response rate in the Census Bureau's plans.

We hosted a second conversation with the U.S. Census Bureau in December 2018 to hear about updates to its field plans that might impact our outreach efforts in Pennsylvania.

In addition, we worked with Pennsylvania Health Action Network on a policy brief for elected leaders about why the Census is important to Pennsylvania and to recommend strategies to ensure an accurate count.

The brief, titled "Consequences of an Undercount in the 2020 Census: Why Pennsylvania Needs a Public Fund," recommended that the state appropriate money for grants to local governments and community-based organizations that were pursuing either a broad awareness and education campaign around participation in the 2020 Census, or were conducting direct in-person outreach and assistance to encourage members of hard-to-count communities to participate in the 2020 Census.

We continued our Census advocacy work in the years to come, but persuading the Legislature to spend money on the Census count proved to be a significant challenge.

In 2019, we mobilized the Keystone Counts coalition to support Pennsylvania Health Action Network's \$1-per-person Census public funding campaign. The campaign called for state-level public funds to be dedicated toward Census education and outreach in Pennsylvania. Altogether, 26 Keystone Counts coalition organizations signed onto a letter to the Governor and Legislature, plus made 232 calls and sent 481 emails to the Legislature, while also publicizing the campaign through organizational newsletters and social media channels.

The state Legislature passed a 2019 budget without public funding for the Census, but Common Cause continued to advocate for public funds and eventually succeeded in having funding added into Act 77, an election reform law, in the fall of 2019.

## **EDUCATION AND RECRUITMENT OF CRITICAL STAKEHOLDERS**

Our team's advocacy and education efforts helped the Keystone Counts coalition eventually grow to include 100 organizations across the state that were committed to getting the 2020 Census count done right. The majority of those coalition members were grassroots organizations serving historically undercounted communities (see Appendix A for full coalition list).

We knew that community-based organizations were going to be crucial players in Get Out the Count efforts. The Census Bureau and 2020 Census are not well known in the most undercounted communities, so these organizations could serve as trusted messengers and make the case for why people should participate in the count.

As these organizations signed on to mobilize their communities toward Census participation, we helped them plan for the 2020 count and provided trainings, resources, and materials to guide their efforts.

## **CREATING A GET OUT THE COUNT PLAN**

Finally, we worked with the Pennsylvania Voice partnership to write a comprehensive field, advocacy, and communications plan for accomplishing a fair and accurate count across the state.

From the beginning, Pennsylvania Voice and our partners knew that we wanted the Get Out the Count plan to build and expand the civic engagement infrastructure in the state.

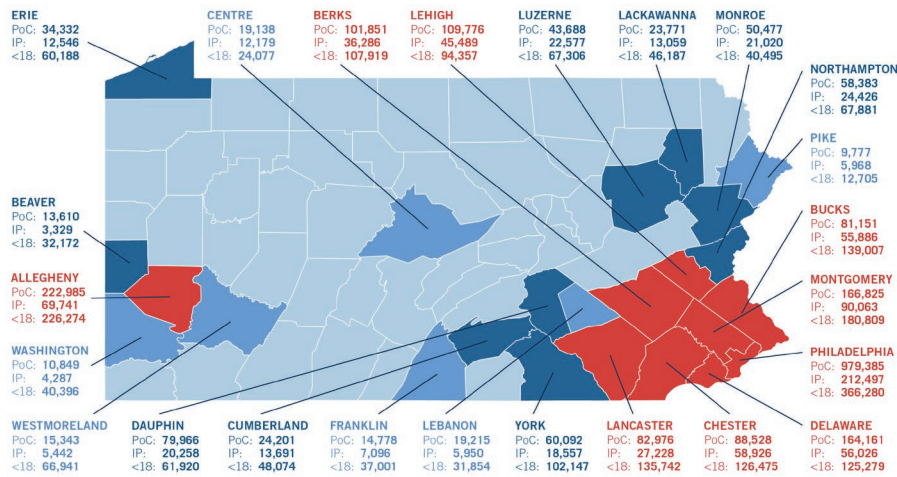
We held three strategy meetings with our partners to map out a Get Out the Count plan for 2019 and 2020. Leaders from 26 organizations joined us to talk about what it would take to get a fair and accurate count and how we would work together to execute this kind of coordinated strategy for the state.

The resulting comprehensive two-year field, advocacy, and communications plan helped to minimize unnecessary duplication and maximize coverage of the most undercounted communities. It built off of the existing civic engagement infrastructure, as well as the understanding of what it takes to move people to take a civic action, and it grew greater long-term capacity to organize and empower local communities - specifically communities of color.

To create the plan, we dove deeply into the data published in the U.S. Census Bureau's "2018 Planning Database." We identified 1.2 million households in Pennsylvania that were most at risk of being missed in the Census without additional outreach and engagement, and created a targeting tool that presented this information at the county, municipality, ward, and zip code levels. Race equity was a central value in our outreach and engagement and we prioritized our work in the BIPOC community.

We identified these targets by using American Community Survey (ACS) data from 2011 to 2015. We saw 24 counties across the state where historically undercounted populations - 1) people of color; 2) foreign-born, or immigrants; and 3) children under 18, specifically children of color - were growing the most rapidly. We then categorized the counties into tiers based on density and population growth, to help guide us in prioritizing outreach.

# Priority Hard to Count Populations



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

## OUR HIGHEST PRIORITIES FOR OUTREACH WERE THE TIER 1 COUNTIES IN RED:

- Allegheny
- Berks
- Bucks
- Chester
- Delaware
- Lancaster
- Lehigh
- Montgomery
- Philadelphia

## THESE WERE FOLLOWED BY TIER 2 COUNTIES IN DARK BLUE:

- Beaver
- Cumberland
- Dauphin
- Erie
- Lackawanna
- Luzerne
- Monroe
- Northampton
- York

## WHICH WERE FOLLOWED BY TIER 3 COUNTIES IN MEDIUM BLUE:

- Centre
- Franklin
- Lebanon
- Pike
- Washington
- Westmoreland

Once we knew what geographic areas in the state to focus on, we could determine the number of households we expected our partners could reach. Unlike the typical civic engagement program, which focuses on individuals, we wanted to focus on household outreach since the Census survey is meant to be filled out by households.

Pennsylvania Voice staff utilized Census Bureau methodology, which labels every single Census tract with a Low Response Score (LRS) based on how likely households within that tract will respond to the 2020 Census. We aggregated the households within our targeted 24 counties that lived in tracts predicted to respond at the lowest rates – in other words, tracts where 20% or more of households were predicted not to respond to the 2020 Census.

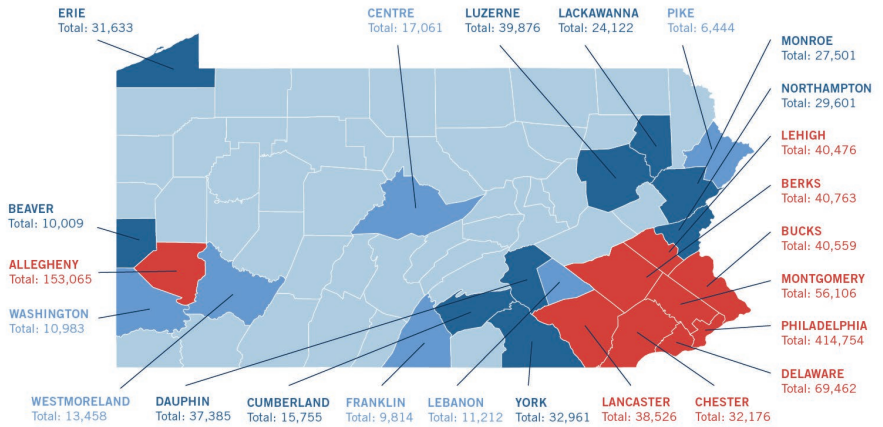
As a result, we identified 1.2 million households within those 24 counties that were at the greatest risk for being missed in the 2020 Census.



Next, we had to design a field program that would reach out directly to as many of the 1.2 million households as possible - ideally, every single one.

From past experience and research, we knew that it would take 7 to 12 times hearing about something for a household to move toward taking a civic action. Our aim was to supplement the work of the U.S. Census Bureau and local Complete Count Committees by engaging households in 1-on-1 conversations at scale. This would be time and resource-intensive, but also most effective for reaching communities that would otherwise be undercounted.

## 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.



We looked to civic engagement best practices that have been proven time and time again to move people to take civic action: a multi-layered approach that includes outreach tactics such as door-to-door canvassing, mailing, phonebanking, and textbanking. All of these methods of individualized contact have mobilized people at scale to register to vote and/or to get out the vote.

We knew that the work had to be done by trusted messengers: organizations grounded in those communities and working with them day in and day out. Our field plan would allow these organizations to deepen their relationships with individuals in their communities through these 1-on-1 conversations.

We also knew that utilizing a combination of outreach methods would ensure the most coverage. People prefer to be contacted and engaged in different ways and we wanted to be inclusive of those preferences.



Of course, we wanted to plan a field program that was complementary to the Census Bureau's own efforts, since they would be conducting their own field operation (Non-Response Follow-Up) and deploying enumerators in person to non-responsive households after the initial Census self-response period. We determined that our work would have the biggest impact by focusing on boosting self-response rates before Census enumerators went out into the field. Boosting self-response rates would be especially important since households self-responding comprise the vast majority of Census responses.

To minimize duplication of effort, we decided to utilize every outreach method except mailings, since the Census Bureau would be sending out multiple mailings inviting households to participate.



# 2019-2020: GETTING OUT THE COUNT

By the end of 2018, Pennsylvania Voice was ready to move forward with our partners and critical stakeholders to execute the Keystone Counts Get Out the Count (GOTC) plan, which focused specifically on historically undercounted communities.

## ESTABLISHING TARGETS

One of our first tasks for executing the GOTC plan was to establish target measures of engagement so that coalition organizations could measure their progress in engaging their communities to participate in the 2020 Census.

- Each coalition organization was asked to name benchmarks within the GOTC plan that they planned to accomplish, including:
- Advocacy for adequate funding and policy improvements to support a complete count on state and federal levels;
- Conducting message testing in historically undercounted communities;
- Educating and reaching out to community members using guidance developed from message testing; and
- Building civic engagement capacity by participating in the field operation (going door to door, phone banking, text banking, etc.).

Through this planning work, we determined that we could build the collective capacity – assuming funding could be secured – to reach all 1.2 million households in 1-on-1 conversations through door canvassing, textbanking, and phonebanking. We were especially interested in reaching the 500,000 households within that target that were Black, Indigenous, People of Color (BIPOC) households.

## DEVELOPING A COORDINATED GRASSROOTS MESSAGE

Next, we turned our attention to developing a coordinated communications plan for our GOTC outreach.

We launched a grassroots message testing initiative with a simple rationale: if we as a coalition wanted to engage members of the most undercounted communities, we needed to know what messages would be trusted, motivational, and effective within those communities.

We wanted to better understand what community members knew (or didn't know) about the Census, and what were the barriers and motivators to participation. This information would not only allow us to be most effective in our coordinated field program, but also drive our education and outreach work outside of the field program – through events, collateral, media, and digital communication channels. And we knew that this grassroots messaging would be useful for the local Complete Count Committees and Census stakeholder groups to which we were connected.

Our starting point was to review the message testing that had already been done by many national Census stakeholder groups, including Color of Change for the Black community, NALEO for the Latinx community, Asian Americans Advancing Justice for the AAPI community, Arab American Institute for the MENA community,

and National Congress of American Indians for the Native American community, not to mention the Census Bureau itself with the Census Barriers Attitudes and Motivators Study (CBAMS).

Then we consulted with CASA, one of our Keystone Counts coalition organizations that has historically utilized “organizing house parties” within Latinx and immigrant communities to educate members on key issues and to develop leaders to take action on those issues. With national message testing and CASA’s organizing model as guidance and inspiration, the Keystone Counts coalition rolled out a statewide grassroots message testing initiative to hear directly from the communities of color and immigrants in our priority counties.

Sixteen coalition organizations held house parties or community conversations, and heard directly from 263 members of their community/ies.

At each event, we held a three-part guided conversation in which: 1) community members were asked to share their existing impressions of the Census and their own likelihood of participation; 2) organizations shared information on what the Census is and why it is conducted - with time and space for questions; and 3) community members were asked again how likely they were to participate, along with what messaging resonated most.



Through each and every one of these conversations, we saw community members move toward being more likely to participate - even those who felt targeted in light of the proposed citizenship question.

These events reinforced for us that community members’ fear and distrust of government were not insurmountable when it came to the Census. If we took the time to educate community members on the importance of the count, they would weigh the risks and benefits of participation from an informed and empowered place. More than 90% of community members at these events ultimately said that they would participate in the Census.

**“My counting will change the funding coming to us.” - COMMUNITY MEMBER, BHUTANESE COMMUNITY ASSOCIATION OF PITTSBURGH**

**“Es mi deber completar el censo. Si no, mi comunidad no estará contada, lo que nos lastimará. [It is my duty to complete the census. If I do not, my community will not be counted, and this will hurt us.]” - COMMUNITY MEMBER, CEIBA**

**“We need to be counted in order for the community to receive the funds needed to thrive.” - COMMUNITY MEMBER, MAKE THE ROAD PA**

**“I didn’t know how much the Census determines in the way of providing resources in the community and representation in Congress.” - COMMUNITY MEMBER, ONE PA**

In addition, these events confirmed that in-person conversations would go the farthest in terms of building relational ties, as well as conducting Census education and encouraging participation.

Now, we could turn our attention to how to build capacity for the huge field program that would be needed to hold those 1-on-1 conversations with our targeted households in the 24 priority counties.

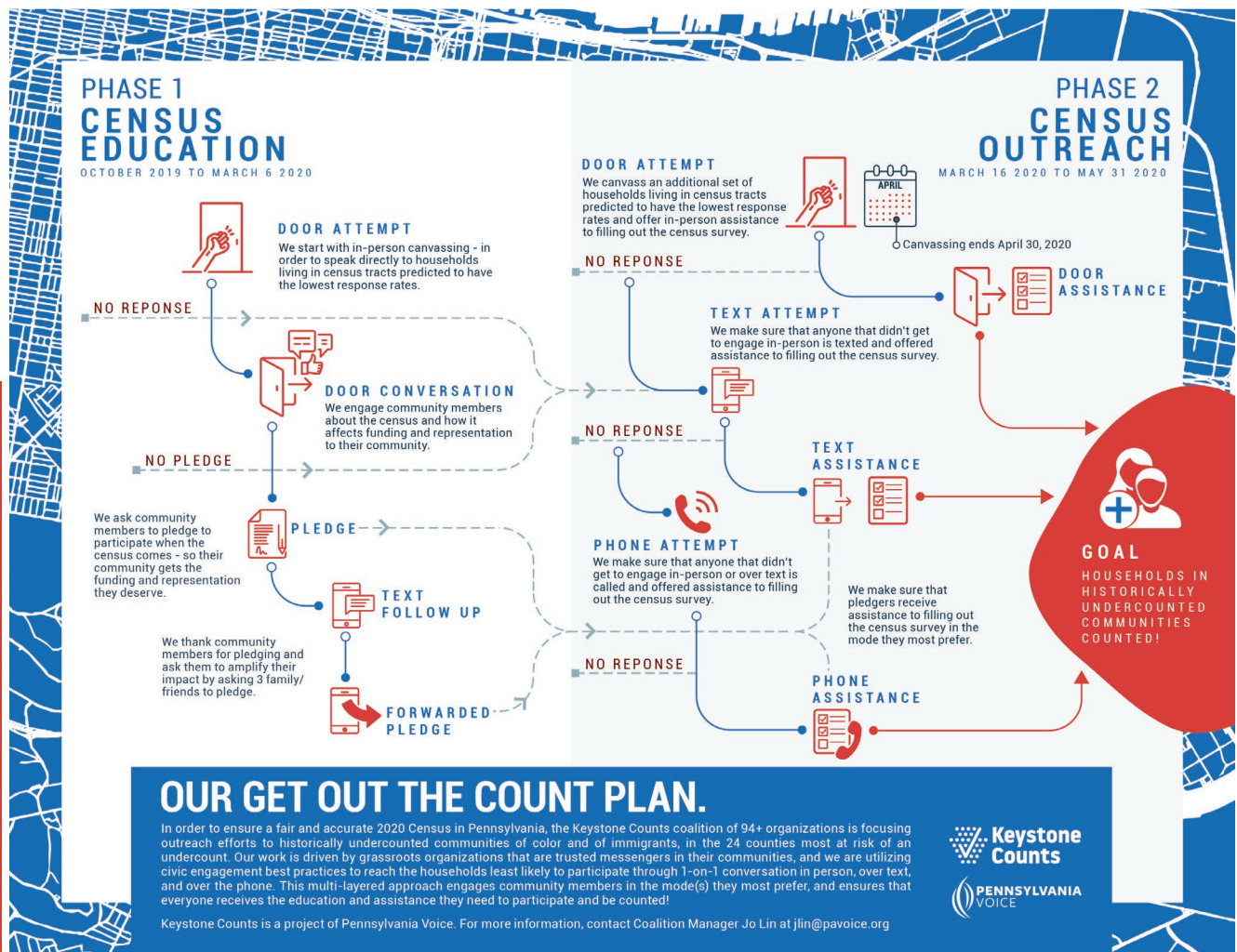
## BUILDING CAPACITY FOR CENSUS OUTREACH

Pennsylvania Voice has been building civic engagement capacity across the state since 2010. We knew that the 2020 Census was a pivotal opportunity to deepen and expand that work.

The Keystone Counts coalition would allow coalition organizations that elected to become field partners to expand staffing and develop new leaders, as well as strengthen relationships with their community/ies. We wanted to be sure that this expanded capacity would be retained post-Census for future civic engagement work.

Moreover, we knew that the program should start early enough that field partners had enough time for education, training, and developing staff and volunteer expertise around the program. That meant starting in the fall of 2019, not waiting until the Census self-response period began in March 2020. Aside from that suggestion to “start early,” each organization would drive its own schedule for hiring staff, engaging volunteers, developing leaders, organizing community, and strengthening relational ties.

Our field plan was therefore divided into two phases: 1) Census education from October 2019 to March 2020, and 2) Census outreach from March to May 2020. This graphic outlines the basics of the plan:



Layering the program in this way, with a combination of Census education followed by Census outreach, would help ensure the greatest amount of coverage for households that would otherwise be missed by the Census Bureau. In other words, we wanted a program that was high-touch in terms of individualized conversations, but also a program that would scale well across hundreds of thousands of households.

To be effective, we would need to track every single one of these conversations, as well as the outcomes from those conversations.

Fortunately, the Pennsylvania Voice partnership has coordinated statewide civic engagement programs together for a decade, so we already had a lot of these tools at our disposal.



Voter Activation Network (VAN), a database that is the gold standard for civic engagement work, would allow us to create lists of households and assign them to field partners, minimizing duplication of outreach and maximizing collective reach and impact. VAN would also be the central place for tracking how many households had been attempted to be reached, how many households had been contacted, and how many households had taken action (whether it was signing a pledge to participate in the 2020 Census or getting successfully connected to Census Bureau response options).

Other tools were chosen based on their track records in civic engagement programming, ability to connect to VAN, and how well they enabled relational contact.

For door canvassing, we went with miniVAN app, which was already integrated with VAN and enabled canvassers out in the field to be assigned certain households and to track attempts and contacts and conversation outcomes. For the pledge card (pledging to participate in the Census), we chose Action Network, which had a demonstrated track record in online campaigns. For textbanking, we chose Hustle, which contracted with us on a “per phone number texted” instead of “per text sent” basis - enabling in-depth back-and-forth conversations that would strengthen the relational ties built from door canvassing. For phonebanking, we chose Virtual Phone Bank, which was part of VAN and required no additional costs or outcome tracking protocol.

Once we had the field program design and the tools in place, we wanted to move funding out to organizations as soon as possible to enable them to start building capacity for the field program.

Our goal was to engage as many households as funding allowed using the 1-on-1 GOTC plan that the coalition had created together. We prioritized outreach to Tier 1 counties where historically undercounted communities were growing the fastest. Within those counties, we prioritized communities of color households living in Census tracts with the lowest response scores.

Through a series of conversations with the Pennsylvania Voice partnership, we issued a values-driven first-round RFP through the Keystone Counts coalition in August 2019, asking coalition organizations to specify the municipalities and the number of target households they would each be able to cover through the multi-layered program. In essence, each organization committed to mobilizing a certain number of households through door, text, and phone.

We then scored the resulting applications for funding on three criteria: 1) how well the organization reflected the community it serves, as a measure of its trusted messenger status; 2) the organization’s civic engagement capacity for executing the multi-layered program; and 3) the organization’s long-term civic engagement vision for its community/ies, or how the capacity built through the Census program could be leveraged for continued civic engagement through 2020 and beyond.

In that first round of funding, we granted more than \$1.1 million to 11 coalition organizations – now committed field partners – to collectively engage 176,793 households in 12 counties: Allegheny, Berks, Bucks, Chester, Dauphin, Delaware, Lancaster, Lehigh, Montgomery, Northampton, Philadelphia, and York.



We issued two more rounds of funding in December 2019 and February 2020, which granted an additional \$400,000 to 15 field partners (11 existing field partners and 4 additional partners). Our existing field partners used the additional funding to take responsibility for more households and go deeper into areas that had the highest number of households at risk of being missed. Some of our added field partners also brought in their own Census funding, choosing to apply it to our coordinated program in order to minimize duplication and maximize collective impact.



By the end of February 2020, we had provided funding to 15 field partners to collectively engage 244,648 households of color in 16 priority counties (having added Beaver, Lebanon, Lehigh, and Luzerne counties).

Experts from the field:

**“We were able to retain 5 managers and a staff of 20 advocates throughout the year. This allowed us to keep our staff employed during a time when we normally would have had to lay them off. This gave us time to develop their organizing skills and empower them to recruit others into the work in what became a very confusing and critical time in our society. We were able to be there for the people we care about, and become a trusted voice in our impacted communities.” - POWER**

**“The Keystone Counts grant allowed SEAMAAC to hire two additional Census outreach workers, which expanded our civic engagement team to four people. This doubled our previous capacity and allowed us to achieve both our Census and civic engagement goals.” - SEAMAAC**

**“The grant from Keystone Counts supported a portion of CASA’s core organizing team in PA, as well as provided us the opportunity to train and develop a whole team of emerging leaders as Census promoters. Most of our promoters were hired (and paid a living wage) directly from our membership, and not only did they work hard to ensure that their community was counted in the 2020 Census, they also spoke to thousands of their neighbors in their own communities at the door and on the phone about how the Census was connected to building power and winning on the issues that matter to them in their community. . . . This program also allowed us to expand our footprint from our original four cities (York, Harrisburg, Lancaster, Kennett Square) into several new cities and three new counties (Delaware, Montgomery, and Lebanon in addition to deepening our work in northern Chester County).” - CASA**



**“This was the first time VietLead has been able to hire and run a paid canvassing program, which is a milestone for our organization as we have been capacity building through our youth program over the last five years. We were able to hire past youth and college organizers that have developed their skills through our earlier civic engagement programs. Being able to hold a canvassing team with both new and returning VietLead members gave us confidence in our ability to continue these efforts.” - VIETLEAD**

Of course, Pennsylvania Voice knew that implementing the coordinated field program would require comprehensive program-specific training so that field partners could turn around and train their own staff and volunteers to execute the work.

We convened full-day train-the-trainer meetings for Phase 1 of the program in November 2019 and February 2020 for all of the funding cohorts. Pennsylvania Voice staff and field partners covered a wide range of topics, including:

- The coordinated GOTC program and what it meant for each field partner;
- What we learned from statewide grassroots message testing, and the importance of continuously incorporating community feedback into our GOTC implementation;
- The Census education script for conversations with households while door canvassing (translated into Spanish, Chinese, and Vietnamese at the request of field partners, along with other program materials);
- A FAQ guide to equip canvassers to answer any potential questions about the Census from community members;
- The miniVAN app, and how to assign households to canvassers so they could track which doors were canvassed, which doors opened for conversation, and the outcomes of those conversations;
- The Action Network digital pledge card, and how to walk community members through filling it out;
- The Hustle peer to peer texting tool, and the text script for following up with pledgers to thank them and ask them to forward the pledge to three family or friends;
- How to track and record data from door canvassing and textbanking; and
- How to manage data and perform quality-control.

In addition, we initiated coaching calls with each field partner - weekly or bi-weekly depending on the size of their programs - in order to maintain communication regarding program progress, lift up feedback and lessons from the field (especially advice that could be helpful to other field partners), and troubleshoot any issues field partners might be struggling with.

# IMPLEMENTING THE FIELD PROGRAM

Field partners kicked off their programs at different times between October 2019 and February 2020, but by the time we concluded Phase 1 on March 6, field partners were on track to meet their GOTC targets.

Over the course of the seven-month Phase 1 field program, our field partners knocked on 95,136 household doors in our priority counties and had conversations about the Census with 18,907 of those households. Our door contact rate (17%) matched rates for typical door canvassing programs, even though these communities historically have not seen civic engagement investment and are typically less likely to engage in civic action around the Census as a result.

Keystone Counts coalition organizations also engaged with community members at events and/or over digital communication channels such as email and social media.

Altogether, by the end of Phase 1, a total of 17,388 households pledged their participation in the 2020 Census when the time came to be counted.

Of the households that provided us with a cell phone number, we followed-up with a text thanking them and asking them to forward the pledge, with nearly a quarter of those pledge-taking households taking that additional step to encourage three family and/or friends to also pledge and get the word out about the Census.

As we wrapped up the Census education work in Phase 1, we asked field partners to pause their work for a week before moving into Phase 2 of the field program. Pennsylvania Voice staff planned to use that time to perform all the data management necessary to turn around household lists for field partners to reach out to in Phase 2 of the field program.

Our staff also scheduled another comprehensive training to be held during this break to review our successes during Phase 1 and cover what field partners would need in order to implement Phase 2 (see Appendix C). We reviewed Census outreach scripts, provided information about how to track data and perform quality control, and discussed how to speak to the press about our collective work, among other topics.

As it turned out, this Phase 2 training was held on March 11, the same day that the World Health Organization declared COVID-19 a global pandemic.

**"It was helpful to receive training about civic engagement outreach strategies, as well as access to digital platforms, databases and educational materials from Keystone Counts. These resources helped us to effectively perform our outreach and track our impact. With the support of Keystone Counts, we were also able to continue our outreach during COVID-19. Keystone Counts' multi-layered approach allowed us to easily shift to text and phone banking outreach that supported the safety of our organization and community, and continue to educate residents about the Census from the safety of their home."**

- [ACHIEVEability](#)



**Our early education and outreach within our comités also helped to spread information by word of mouth, as our members had already been engaged in the discussion since the focus groups for messaging. That early messaging, coming from people in the community they already trusted, helped guide the way for our canvassers. Our biggest takeaways from this process were that our community members responded more often and more openly when we communicated with them using the focus group language. It was also helpful that those within the social circles of the focus groups were more likely to remember the Census and what it was about when we contacted them at the door." - MAKE THE ROAD PA**



# PIVOTING FIELD PROGRAM DURING A PANDEMIC

Despite our carefully crafted collective Get Out the Count plan, we knew that the health risks from COVID-19 required us to quickly rethink our strategy for Phase 2 of the field program.

Through conversations with field partners that began on that March 11 training day, we collectively decided to suspend all door canvassing and in-person activities in order to protect the health and safety of our staff, volunteers, and communities. **Fortunately, thanks to the nature of our multi-layered GOTC program, we were able to pivot quickly after talking with our field partners.**

Instead of knocking on the remaining 149,472 household doors out of the original goal of 244,648 households, field partners would pivot to textbanking as their first layer of outreach with a follow-up phone call where necessary. We moved up the timelines for textbanking and phonebanking, and performed additional data management to turn around new household lists for field partners to start texting and calling. The rest of the structure of our GOTC field program remained the same.

Pledge-takers were the first to receive follow-up, via text and/or phone, whichever they indicated as their preference. They were reminded of the fact that they had pledged, and then connected to Census Bureau response options of online or phone, or the paper form if it had mailed to them already.

Next, we moved on to texting households that had not opened the door during our earlier door canvassing, along with texting all the households that we could not canvass at all due to COVID-19. (Our civic engagement data allowed this kind of cell phone targeting to households within specific Census tracts.) These texting conversations started with a bit of Census education, and then moved into getting households connected to Census Bureau response options.

Of course, we had designed our field program to rely on door canvassing because previous experience and research has shown it to be far more effective in moving communities to civic engagement action. And we designed our field program to use multiple-layers of contact because that too is shown to be far more effective.

Therefore, it is no surprise that we had the lowest contact rates for this group of targeted households - they had the fewest layers of contact. But field partners still had great success moving contacted community members to participate in the Census count. Of the households we had not previously door canvassed, we still connected more than 75% of the households we contacted by text to participate in the Census.

Finally, we started phoning households that had not responded to texting, with the same aim of conducting Census education and encouraging them to be counted.

In effect, these households DID receive several layers of contact - a field partner may have attempted door canvassing during Phase 1, or attempted to text them in Phase 2, before phoning them in Phase 2. Again, of the households we contacted, we had great success (74%) connecting them to participate in the Census.

Many of our field partners blew through their textbanking and phonebanking lists with time to spare. They had built up their capacities assuming that their Phase 2 door canvassing would be the most effort-intensive and time-consuming piece of the field program, but never had a chance to implement those plans.

We saw an opportunity for more texts and phone calls, so we turned back to the data to see where our collective efforts could be most impactful.

We had been monitoring the self-response rates throughout Pennsylvania, especially in the 16 counties we were targeting during Phase 2 of the GOTC field program. We analyzed which of the original 244,648 households targeted for door canvassing were located in Census tracts where response rates were still low (i.e. less than half of the national average self-response rate).

Our field partners then made a second round of calls to those households. Additionally, some field partners volunteered to send texts and make calls to households beyond the ones for which they had taken responsibility.

Therefore, when Phase 2 concluded on May 11, we had collectively reached out to 405,374 households across Pennsylvania - 65% more than our original GOTC goal. We also connected a stunning 43,646 households directly to Census Bureau response options, participation that was directly due to our outreach efforts. Full Phase 2 field outreach results are available in Appendix D.

“

**In Phase 2, we learned through follow-ups that our initial in-person outreach yielded an overall positive response and although that method is most effective with our particular community, sharing information or following up by call or text worked better for some people. So, diversifying outreach strategies was an effective approach.”**

ACLAMO

“

**“I believe that our Census field program was so successful because of increased capacity and layering of outreach. The increased capacity was vital to achieving our goals and having impactful conversations with community members about the Census. The layering of outreach ensured that our community members would be reached through either phone banking, text banking or door canvassing.”**

SEAMAAC



# FIELD PROGRAM IMPACT ON CENSUS SELF-RESPONSE RATES

So what impact did our collective field program have on Pennsylvania's count? Our analysis has found several indicators that show our work made a significant difference in engaging historically undercounted communities to participate in the 2020 Census.

As you'll recall, our objective was to engage households during the self-response phase of the Census. Our review found that Pennsylvania's self-response rates were consistently higher than the national average between when the Census Bureau started releasing these rates on March 20 and May 27, shortly after our Phase 2 field program ended.

In the 12 counties where we did the most work, including door canvassing as early as October 2019, nine of those counties had self-response rates that were consistently higher than even that high statewide average. (See Appendix E).

(Only Dauphin, Luzerne, and Philadelphia counties did not beat the statewide average, and each faced unique obstacles. Dauphin County received Census mailers later than other counties, and Luzerne County has had lower broadband access rates than other counties. Both had self-response rates near or above the national average, even though they did not exceed the higher state average. Philadelphia's population size and demographics both correlate with lower self-response rates.)

Of course, many factors influence Census self-response rates, with our coordinated Get Out the Count field program just one of those factors.

And since the Census Bureau reports self-response rates down to only the Census tract level, not the household level, we are not able to draw a direct line between our field outreach and these Census self-response rates.

Therefore, we performed a deeper analysis on the Census tracts where we are best able to isolate the impacts of our targeted outreach efforts -- tracts with more than 75% people of color households. Comparing the self-response rates in these tracts for 2010 and 2020, we see a significant difference in response rates between the tracts where we contacted households by door, text, and phone and the tracts where we only had text attempts.

**In fact, multi-mode outreach was by far more effective than single-mode outreach. And within multi-mode outreach, effectiveness increased when at least one door contact and at least one phone contact occurred.**

The door contact proved to be essential. Our analysis found that while texts (and phone calls) were helpful for encouraging participation, we had a bigger impact where we were able to also engage at the door - even if that door contact happened several months before Census participation was possible, as it might have during our Phase 1. Imagine what response rates we might have seen if COVID-19 hadn't forced us to change our collective plan and drop the door canvass!

Based on our analysis, we are confident that we were effective in mobilizing people of color to participate in the 2020 Census at scale and at a level of effectiveness that not only justified the investment, but also lived up to our goal of making Pennsylvania's count fair and accurate.

# FUTURE CIVIC ENGAGEMENT PROGRAM

Pennsylvania Voice's ultimate vision for the coordinated 2020 Census field program was to strengthen the civic engagement infrastructure across the state through this collective work.

We wanted to grow capacities within the organizations currently organizing in communities of color throughout Pennsylvania. And we wanted to encourage more nonprofit organizations to become involved in civic engagement work in the first place, because they understand the necessity and benefits for the communities they serve.

**"Long term civic engagement for us means American Muslims reject labels and reject being marginalized. We approach civic engagement as a moral responsibility – an opportunity to remove harms and to accrue benefits for humanity."**

CAIR-PHILADELPHIA

We wanted each and every organization that participated in civic engagement work through the coalition to be in a better position to use their newly built capacity for future civic engagement programs – whether that was voter registration, Get Out the Vote, or organizing around any of the issues that matter to their communities.

We are proud of how much our coalition partners accomplished through the coordinated Census program, and we are confident that their participation left these organizations stronger and better able to connect deeply to their communities in their work to win long-lasting change.

Five field partners in the coordinated campaign participated in a multi-layered civic engagement program for the first time (ACHIEVEability, ACLAMO, CAIR-Philadelphia, Casa San Jose, Korean Americans for Civic Participation). Four coalition organizations textbanked their communities for the first time in this program (Bhutanese Community Association of Pittsburgh, Caribbean Community in Philadelphia, Familia & Comunidad Westmoreland PA).

Already, we have seen organizations using their expanded capacity from Census work and pivoting to educating voters about Pennsylvania's new Vote By Mail option, available for the first time in 2020 thanks to legislation passed last year, as well as registering community members to vote.

We have no doubt that this stronger civic engagement capacity will continue to be utilized beyond 2020, and will continue to give voice to communities of color throughout Pennsylvania for many years to come.

**"For SEAMAAC, long-term civic engagement is the foundation of developing collective capacity to activate, engage, and mobilize Asian American Pacific Islander (AAPI) voters and communities. Specifically, through increasing the AAPI Vote Share, reaching parity, decreasing the voter registration gap, and increasing AAPI voter turnout. Through working to achieve these goals, ensures that our community is at the forefront of decision-making and collective action. We want our communities to have a stake in the civic process and for that to be recognized. If we are successful in our long-term work, the communities we serve will have reflective representation and will demand equity in all forms for their communities."**  
– SEAMAAC

“

The promoters we hired and trained proved an excellent hiring pool for our nonpartisan voter registration program which began in late May. We were able to immediately pivot our entire Census promoter staff into voter registration promoters at the conclusion of our program, in many cases reaching back out into the same communities that they had activated about the Census to talk about voting and applying to vote-by-mail for the primary. We look forward to continuing to develop the skills and leadership of this incredible field team as we engage in deeper voter registration and redistricting education work in the summer, fall, and beyond.” – CASA

“The same ‘universe’ of constituents that we moved through the Census 2020 program will be the base of our Voter Registration work. Similarly, One PA organizers are continuing their work with Member Ambassadors, turning contacts from the Census into activists and members who participate in community meetings, direct action on housing, education and environmental justice.” – One PA

“This was our first -time hiring multiple canvassers and learning how to run shifts. This work has prepared us for the 2020 election and will support our voter registration and mobilizing efforts. Project HOME hopes to incorporate the Census contacts into our ongoing advocacy efforts by inviting people to volunteer and take action on issues related to housing and health care. Project HOME also has an internal goal of creating a robust texting system to reach our residents in our affordable housing programs about advocacy and services.” – Project HOME



# APPENDIX A: FULL LIST OF KEYSTONE COUNTS COALITION ORGANIZATIONS

ACHIEVEability  
ACLAMO  
ACTION-Housing, Inc.  
African Cultural Alliance of North America, Inc.  
AFRICOM  
Asian Pacific American Bar Association of PA  
APALA Pittsburgh  
Asian Americans United  
Bayer Center for Nonprofit Management  
Bebashi  
Bhutanese Community Association of Pittsburgh  
Big Brothers Big Sisters of the Laurel Region  
Black Church Center for Justice and Equality  
CAIR-Philadelphia  
Campaign for Working Families, Inc.  
Caribbean Community in Philadelphia  
CASA  
Casa San Jose  
CEIBA  
Centro de Cultura, Arte, Trabajo y Educación  
Chester County Food Bank  
Church World Service - Immigration & Refugee Program  
Coalition Against Hunger  
Committee of Seventy  
Common Cause PA  
Conservation Voters of PA  
Consumer Health Coalition  
Delaware County Women's Center  
Disability Rights PA  
Education Voters of PA  
Emgage  
Equality PA  
Familia & Comunidad Westmoreland PA  
Family Health Council of Central PA  
Food and Water Watch  
Garage Youth Center  
Global Wordsmiths  
Greater Hazelwood Community Collaborative  
Greater Philadelphia Cultural Alliance  
Greater Pittsburgh Nonprofit Partnership  
Grounded Strategies  
HIAS Pennsylvania  
Homewood Children's Village  
Hunger-Free PA  
Jefferson Regional Foundation  
Jewish Community Center of Greater Pittsburgh  
Jewish Family and Community Services  
Just Harvest  
Keystone Progress Education Fund  
Korean Americans for Civic Participation  
Latino Community Center  
Lawyers' Committee for Civil Rights Under Law  
Literacy Pittsburgh  
Lutheran Advocacy Ministry in PA  
Make the Road PA  
Media Mobilizing Project  
Movement of Immigrant Leaders in PA  
New Voices for Reproductive Justice  
North 5th Street Revitalization Project  
OCA Advocates for Asian Pacific Americans, Pittsburgh Chapter  
One PA  
PA Stands Up Institute  
PathWays PA  
PA Budget and Policy Center  
PA Council of Churches  
PA Health Access Network  
PA Humanities Council  
PA Immigration and Citizenship Coalition  
PA Interfaith Impact Network  
PA Partnerships for Children  
Philabundance  
Philadelphia Association of Community Development Corporations  
Philadelphia Chinatown Development Corporation  
Philadelphia Higher Education Network for Neighborhood Development  
Philadelphia Women's Center  
Philip Jaisohn Memorial Foundation  
PhillyCAM  
Pittsburgh United  
Pittsburghers for Public Transit  
Planned Parenthood PA Advocates  
Planned Parenthood Southeastern PA  
POWER  
POWER Northeast  
Project HOME  
Public Interest Law Center  
Restaurant Opportunities Center United of PA  
SEAMAAC  
SeniorLAW Center  
Tri County Community Action  
United Neighborhood Centers of Northeastern PA  
United Somali Bantu of Greater Pittsburgh  
United Way of PA  
Urban Affairs Coalition  
VietLead  
Vintage, Inc.  
VNA Philadelphia  
Welcoming the Stranger  
Women's Community Revitalization Project  
Women's Law Project  
YWCA Tri-County Area

# APPENDIX B: POLICY BRIEF BY PENNSYLVANIA HEALTH ACTION NETWORK: “CONSEQUENCES OF AN UNDERCOUNT IN THE 2020 CENSUS: WHY PENNSYLVANIA NEEDS A PUBLIC FUND”



## Consequences of an Undercount in the 2020 Census: Why Pennsylvania Needs a Public Fund

Policy Briefing

*As of December 3, 2018*

Pennsylvania faces significant challenges in achieving a complete count in the upcoming Census. The Commonwealth receives \$26 billion annually in Census-directed funds, which includes funding for critical needs like healthcare, infrastructure, housing, rural communities, and local municipalities. Were the 2020 Census to fail to capture the population in Pennsylvania’s hard-to-count communities, we would see a substantial reduction in these federal funds. It would be wise for Pennsylvania to begin making small but effective investments in preparing the Commonwealth for the Census to ensure a successful count.

### The 2020 Census: Operational Challenges

Congress has limited the amount of federal funds available for the 2020 Census. This has forced the Census Bureau to significantly reduce its workforce, including both workers supporting local areas in preparing for the Census and workers who help people complete the Census. Additionally, this is the first Census that respondents will be encouraged to complete online. Most residents of Pennsylvania will not receive paper questionnaires.

This September, the federal Government Accountability Office added the 2020 Census to its “High Risk List” of federal programs that need continued attention and monitoring, citing data security issues, large cost overruns, and significant delays in testing and development of the needed IT infrastructure necessary to execute this first-ever high-tech Census. This trajectory is markedly similar to the initial disastrous rollout of the federal online website for health insurance, Healthcare.gov.

Beyond the operational challenge inherent in the new approach to Census collection, Pennsylvania has a population that will pose unique challenges for the Census including large rural areas and areas of concentrated poverty with limited access to broadband Internet, a disproportionately older population, and communities with limited English proficiency. Without adequate supports and a plan to reach out to these communities, the Commonwealth will likely see a decrease in the willingness or ability of residents to respond to the Census.

### Why an Accurate Count Matters: Census-Directed Funding & the FMAP

Why should Pennsylvania invest in what is essentially a federal function? The answer is clear and has a direct impact on our state budget. First, Pennsylvania is required to provide medical assistance to the elderly, people with disabilities, and children who are eligible. The state cannot reduce eligibility for the individuals in these “traditional” Medicaid categories. The funding Pennsylvania receives to reimburse it for more than half of these costs is directly determined by the Census. The Census population is used to calculate the per capita wealth of the state, a key determining factor in the Federal Medical Assistance Percentage (FMAP) that is used to allocate federal funds.

For more information, visit: [www.pahealthaccess.org](http://www.pahealthaccess.org)

# APPENDIX B: POLICY BRIEF BY PENNSYLVANIA HEALTH ACTION NETWORK: “CONSEQUENCES OF AN UNDERCOUNT IN THE 2020 CENSUS: WHY PENNSYLVANIA NEEDS A PUBLIC FUND” (CONTINUED)

With fewer people counted, the state’s calculated per-capita income will appear smaller than it really is, as illustrated in the graphic below:



A higher per-capita calculated income translates to a lower FMAP calculation, and therefore, a decrease in federal funds to the state. Since traditional Medicaid is a non-discretionary program, Pennsylvania would be forced to make up the difference for the 10 years following the Census.

According to George Washington University’s Institute of Public Policy, Pennsylvania is particularly vulnerable to these changes:

- Pennsylvania is second in the nation in the total amount of dollars that would be lost per person missed (\$1,746/person in 2015 dollars).
- Pennsylvania is second in the nation in the total amount of Federal funds that would be lost per year due to an additional 1 percent undercount (\$221,762,563/year in 2015 dollars).

The FMAP applies to seniors, children, and people with disabilities who are enrolled in Medicaid and it is not used for the Medicaid Expansion category, which receives an “enhanced” match. The FMAP is also used to determine the amount of federal funds available for programs like the Children’s Health Insurance Program, some foster care expenditures, adoption assistance expenditures, prescription drug assistance for seniors enrolled in both Medicare and Medicaid, and child care expenses that incentivize low-income individuals to go to work, attend school, or seek out job training. These programs are already lean, and Pennsylvania lawmakers, faced with an undercount, would have to make up the shortfalls with already scarce state dollars. Because the state’s elderly population is disproportionately large and growing, these shortfalls would only increase over the 10-year period, as the state would have to pick up a larger percentage of the cost for this population’s long-term services and supports and nursing home care.

Pennsylvania would be wise to examine the lessons from California on this matter. In the 2000 Census, California experienced a significant undercount that cost it billions in federal dollars. Subsequently, it added additional resources to Census operations in the 2010 Census that increased its count by 10 percent, but still failed to count 1.5 million people, according to state records. California is not as vulnerable as Pennsylvania in the George Washington report because of its proactive stance in assuring people are counted.

### Recommended Strategies to Ensure an Accurate Count

Pennsylvania needs strategies designed to reach its aging population, which is less likely to answer the Census questionnaire online, its rural communities that lack broadband access, and traditionally hard-to-count communities such as immigrant communities, low-income communities, and communities of color. To do this, Pennsylvania should pursue two evidence-based strategies: a broad awareness and education campaign around participation in the 2020 Census and direct in-person outreach and assistance that encourages members of hard-to-count to participate in the Census.

For more information, visit: [www.pahealthaccess.org](http://www.pahealthaccess.org)



# APPENDIX B: POLICY BRIEF BY PENNSYLVANIA HEALTH ACTION NETWORK: “CONSEQUENCES OF AN UNDERCOUNT IN THE 2020 CENSUS: WHY PENNSYLVANIA NEEDS A PUBLIC FUND” (CONTINUED)

## Consequences of an Undercount in the 2020 Census

Page 3

Pennsylvania should appropriate \$12.8 million in state funds during the 2019-20 budget to directly support, through a competitive grant program, local governments and community-based organizations to execute specific actions related to these two strategies.

The awareness and education campaign should focus on promoting awareness of the Census through proven channels specific to targeted communities, including:

- Media outreach to trusted local news sources,
- Social media outreach, both paid and organic, from trusted messengers; and
- Local community events and presentations led by trusted community-based organizations with an on-the-ground presence in hard-to-count communities.

The state should also support community-based groups that can offer additional supports in hard-to-count communities. Interventions and supports that have proven effective in previous Census counts include:

- **Assistance centers.** Many rural and aging states are moving toward questionnaire assistance centers, which help overcome the digital divide. Trusted local organizations like senior centers, churches, and libraries should receive a small amount of funds to offer support and computer access for individuals desiring to complete the Census but who either lack computer access or savvy to do it on their own.
- **On-the-Ground Outreach.** Additional capacity is also needed in local communities to reach the hardest-to-reach through face to face interactions by trusted entities. In previous years, the federal government offered mini-grants to community-based organizations to provide this outreach. This year will be the first year that the mini-grant program has been eliminated, and we encourage Pennsylvania to fill this gap.
- **Hiring Enumerators from Hard-to-Count Communities.** Lastly, the community-based organizations involved in these efforts can also play a key role in recruiting community members to apply and be hired as official Census enumerators.

We recommend the creation of a public fund to increase awareness and education around the Census and increase in-person outreach and assistance with the Census through efforts by the Commonwealth, local governments, and community-based organizations. The FY 2019-20 budget should include, at a minimum, a dollar per Pennsylvanian, or \$12.8 million to support these activities. Both local government and community-based organizations should be eligible to apply for allocated funds through a competitive grant process. The amount of funding awarded should be proportionate to the population of hard-to-count communities in the applicant’s community. Local direction of funds is best in responding to local communities, and those best connected to hard-to-count communities should be encouraged to apply.

*This paper was done in partnership with Keystone Counts, a nonpartisan coalition of advocacy groups, service providers, and community organizations working together to build an education and outreach effort to ensure a fair and accurate 2020 census.*

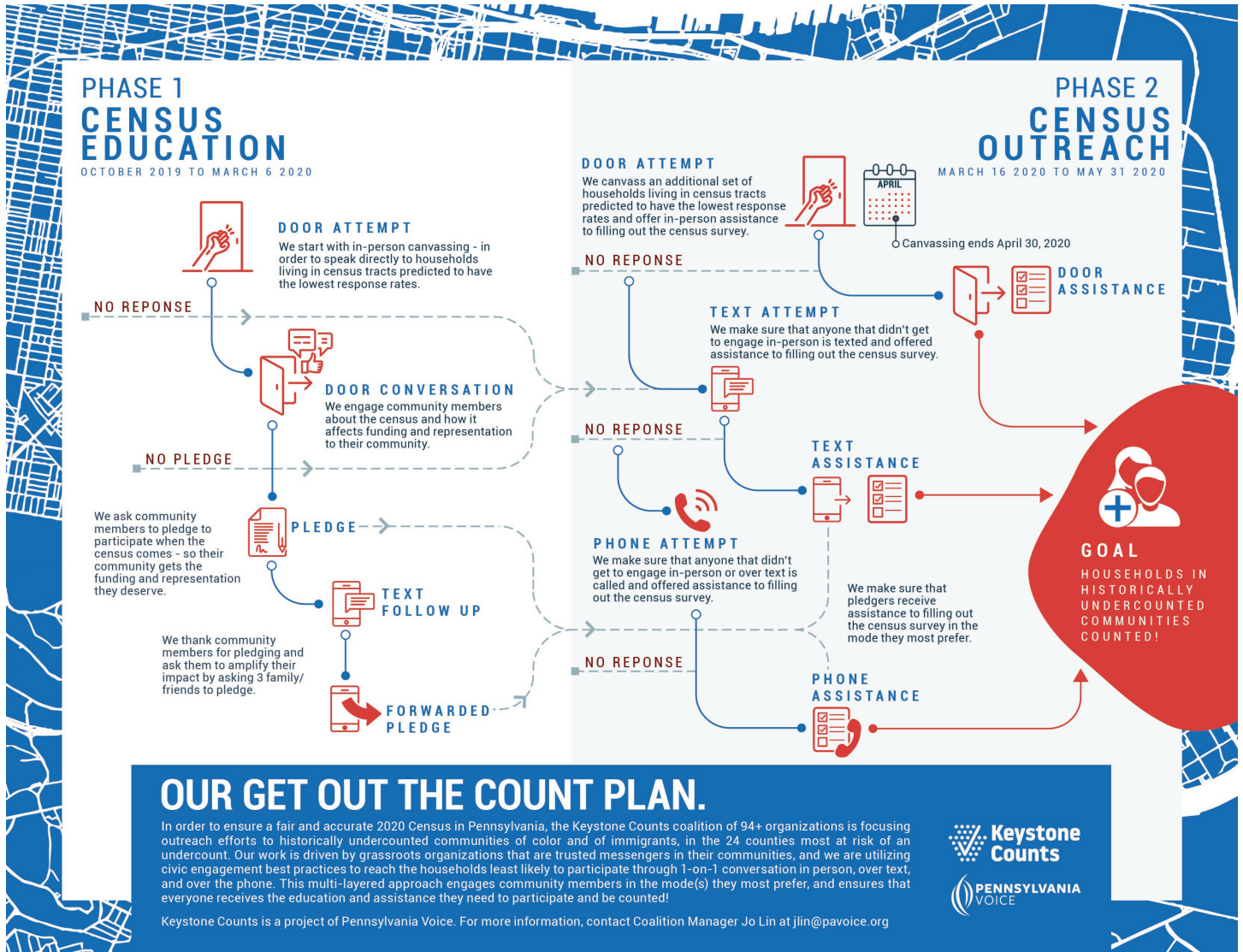
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For more information, visit: [www.pahealthaccess.org](http://www.pahealthaccess.org)

# APPENDIX C: FIELD VISUALIZATION PRE-COVID



# APPENDIX D: PHASE 2 FIELD OUTREACH RESULTS

## TEXTBANKING

County	Households Text Attempted	Households Text Contacted	% Households Text Contacted	Households Connected to Census	% Households Connected to Census
Allegheny	45,974	6,471	14.1%	5,014	77.5%
Beaver	666	75	11.3%	39	52.0%
Berks	11,833	1,276	10.8%	993	77.8%
Bucks	2,188	196	9.0%	161	82.1%
Centre	305	12	3.9%	5	41.7%
Chester	6,447	944	14.6%	789	83.6%
Cumberland	432	32	7.4%	26	81.3%
Dauphin	11,499	1,137	9.9%	910	80.0%
Delaware	7,479	807	10.8%	637	78.9%
Erie	1,200	37	3.1%	12	32.4%
Franklin	157	17	10.8%	11	64.7%
Lackawanna	273	7	2.6%	4	57.1%
Lancaster	8,393	1,103	13.1%	956	86.7%
Lebanon	3,145	322	10.2%	274	85.1%
Lehigh	8,549	846	9.9%	737	87.1%
Luzerne	2,392	278	11.6%	197	70.9%
Monroe	1,488	56	3.8%	34	60.7%
Montgomery	11,437	1,369	12.0%	1,162	84.9%
Northampton	3,518	303	8.6%	268	88.4%
Philadelphia	128,936	14,205	11.0%	9,981	70.3%
Pike	177	6	3.4%	4	66.7%
Washington	285	21	7.4%	6	28.6%
Westmoreland	669	77	11.5%	58	75.3%
York	5,818	738	12.7%	610	82.7%
Other counties	1,589	190	12.0%	150	78.9%
<b>TOTALS</b>	264,849	30,525	11.5%	23,038	75.5%

# APPENDIX D: PHASE 2 FIELD OUTREACH RESULTS

## PHONEBANKING

County	Households Phone Attempted	Households Phones Contacted	% Households Phone Contacted	Households Connected to Census	% Households Connected to Census
Allegheny	33,154	3,895	11.7%	3,119	80.1%
Beaver	855	116	13.6%	93	80.2%
Berks	8,031	1,165	14.5%	758	65.1%
Bucks	1,550	189	12.2%	141	74.6%
Centre	455	27	5.9%	24	88.9%
Chester	3,360	507	15.1%	380	75.0%
Cumberland	669	142	21.2%	121	85.2%
Dauphin	12,087	1,909	15.8%	1,554	81.4%
Delaware	4,746	495	10.4%	379	76.6%
Erie	3,316	365	11.0%	2	0.5%
Franklin	568	209	36.8%	202	96.7%
Lackawanna	121	8	6.6%	7	87.5%
Lancaster	3,655	500	13.7%	389	77.8%
Lebanon	2,909	538	18.5%	433	80.5%
Lehigh	13,444	2,027	15.1%	1,447	71.4%
Luzerne	4,340	410	9.4%	307	74.9%
Monroe	1,872	331	17.7%	260	78.5%
Montgomery	10,270	2,355	22.9%	1,447	61.4%
Northampton	1,212	138	11.4%	90	65.2%
Philadelphia	72,652	11,084	15.3%	8,435	76.1%
Pike	410	66	16.1%	52	78.8%
Washington	18	1	5.6%	1	100.0%
Westmoreland	31	3	9.7%	2	66.7%
York	4,072	730	17.9%	536	73.4%
Other counties	2,166	329	15.2%	289	87.8%
<b>TOTALS</b>	185,963	27,539	14.8%	20,468	74.3%

## APPENDIX E: 2020 CENSUS SELF-RESPONSE RATES BY COUNTY

Yellow shading shows the 12 counties where we did the most outreach, including door canvassing in Phase 1 and text and phone banking in Phase 2. In all but three of these counties, self-response rates exceeded statewide rates as of 5/27/20.

	2020 self-response rate as of 5/27/2020
Pennsylvania (statewide)	63.2%
Allegheny	66.7%
Beaver	66.8%
Berks	68.6%
Bucks	72.8%
Centre	59.3%
Chester	72.4%
Cumberland	71.3%
Dauphin	62.5%
Delaware	66.7%
Erie	68.3%
Franklin	68.7%
Lackawanna	60%
Lancaster	72.7%
Lebanon	68.3%
Lehigh	70.3%
Luzerne	59.4%
Monroe	41.2%
Montgomery	71.9%
Northampton	71.1%
Philadelphia	49.6%
Pike	33.4%
Washington	64.1%
Westmoreland	67.5%
York	70%



# Keystone Counts

[www.keystonecounts.org](http://www.keystonecounts.org)

Project of [Pennsylvania Voice](http://www.pavoice.org) | [www.pavoice.org](http://www.pavoice.org)