Counting for Dollars 2020
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial
Census-derived Statistics (Fiscal Year 2015)

Pennsylvania

Total Program Obligations: $26,793,367,770
Per Capita: $2,093 (see note on proper use)

<table>
<thead>
<tr>
<th>CFDA #</th>
<th>Program Name</th>
<th>Dept.</th>
<th>Type</th>
<th>Recipients</th>
<th>Obligations</th>
</tr>
</thead>
<tbody>
<tr>
<td>93.778</td>
<td>Medical Assistance Program (Medicaid)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$16,059,711,500</td>
</tr>
<tr>
<td>10.551</td>
<td>Supplemental Nutrition Assistance Program (SNAP)</td>
<td>USDA</td>
<td>Direct Pay</td>
<td>Households</td>
<td>$2,699,655,059</td>
</tr>
<tr>
<td>93.774</td>
<td>Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services</td>
<td>HHS</td>
<td>Direct Pay</td>
<td>Providers</td>
<td>$2,601,745,401</td>
</tr>
<tr>
<td>20.205</td>
<td>Highway Planning and Construction</td>
<td>DOT</td>
<td>Grants</td>
<td>States</td>
<td>$1,670,766,557</td>
</tr>
<tr>
<td>14.871</td>
<td>Section 8 Housing Choice Vouchers</td>
<td>HUD</td>
<td>Direct Pay</td>
<td>Owners</td>
<td>$610,158,000</td>
</tr>
<tr>
<td>84.010</td>
<td>Title I Grants to Local Education Agencies</td>
<td>ED</td>
<td>Grants</td>
<td>LEAs</td>
<td>$549,714,720</td>
</tr>
<tr>
<td>84.027</td>
<td>Special Education Grants (IDEA)</td>
<td>ED</td>
<td>Grants</td>
<td>States</td>
<td>$421,314,492</td>
</tr>
<tr>
<td>14.195</td>
<td>Section 8 Housing Assistance Payments Program (Project-based)</td>
<td>HUD</td>
<td>Direct Pay</td>
<td>Owners</td>
<td>$371,741,214</td>
</tr>
<tr>
<td>93.767</td>
<td>State Children's Health Insurance Program (S-CHIP)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$371,121,000</td>
</tr>
<tr>
<td>10.555</td>
<td>National School Lunch Program</td>
<td>USDA</td>
<td>Grants</td>
<td>States</td>
<td>$351,780,636</td>
</tr>
<tr>
<td>93.600</td>
<td>Head Start/Early Head Start</td>
<td>HHS</td>
<td>Grants</td>
<td>Providers</td>
<td>$286,413,049</td>
</tr>
<tr>
<td>93.568</td>
<td>Low Income Home Energy Assistance (LIHEAP)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$206,649,757</td>
</tr>
<tr>
<td>10.557</td>
<td>Supplemental Nutrition Program for Women, Infants, and Children (WIC)</td>
<td>USDA</td>
<td>Grants</td>
<td>States</td>
<td>$202,222,692</td>
</tr>
<tr>
<td>93.658</td>
<td>Foster Care (Title IV-E)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$159,967,000</td>
</tr>
<tr>
<td>93.596</td>
<td>Child Care and Development Fund-Entitlement</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$116,779,000</td>
</tr>
<tr>
<td>93.527/93.224</td>
<td>Health Center Programs (Community, Migrant, Homeless, Public Housing)</td>
<td>HHS</td>
<td>Grants</td>
<td>Providers</td>
<td>$113,627,693</td>
</tr>
</tbody>
</table>
Notes and Findings:

- The Counting for Dollars Project will identify all federal financial assistance programs relying Decennial Census-derived data to guide the geographic distribution of funds.
- As an initial product, the project is publishing tables on the distribution, by state, of FY2015 funds from 16 large Census-guided programs.
- For every program but the National School Lunch Program, the equitable distribution of funds to a state depends on the accurate measurement of its population count and characteristics.
- There is not a straight linear relationship between state population count and federal funds flow. The per capita figure allows cross-state comparisons of fiscal reliance on census-guided programs. It does not indicate the amount by which federal funding increases for each additional person counted. (See The Leadership Conference Education Fund, “Counting for Dollars: Why It Matters.”)

Definitions:

- Census-derived statistics – federal datasets that are extensions of or otherwise rely on the Decennial Census (list available on project website)
- Census-guided financial assistance programs – programs that rely on Census-derived statistics to determine program eligibility and/or allocate funds to states and localities
- Per capita – total FY2015 obligations for the 16 programs divided by population as of July 1, 2015 (per the Census Bureau)

Abbreviations:

- CFDA – Catalog of Federal Domestic Assistance
- USDA – U.S. Department of Agriculture
- ED – U.S. Department of Education
- HHS – U.S. Department of Health and Human Services
- HUD – U.S. Department of Housing and Urban Development
- DOT – U.S. Department of Transportation

Sources:

- USAspending.gov (20.050, 84.010, 84.027, 93.224/93.527, 93.568, 93.600, 93.778)
- President’s Budget Request for FY2017 or program agency (10.511, 10.555, 10.557, 14.871, 93.596, 93.658, 93.767)
- Center on Budget and Policy Priorities (14.195)
- Centers for Medicare & Medicaid, HHS (Physicians Fee Schedule Services of 93.774)

Prepared by Andrew Reamer, Research Professor, GWIPP, with data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight (POGO)

August 18, 2017
# How census data is used

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Decision making at all levels of government.</td>
</tr>
<tr>
<td>2</td>
<td>Drawing federal, state, and local legislative districts.</td>
</tr>
<tr>
<td>3</td>
<td>Attracting new businesses to state and local areas.</td>
</tr>
<tr>
<td>4</td>
<td>Distributing over $675 billion annually in federal funds and even more in state funds.</td>
</tr>
<tr>
<td>5</td>
<td>Forecasting future transportation needs for all segments of the population.</td>
</tr>
<tr>
<td>6</td>
<td>Planning for hospitals, nursing homes, clinics, and the location of other health services.</td>
</tr>
<tr>
<td>7</td>
<td>Forecasting future housing needs for all segments of the population.</td>
</tr>
<tr>
<td>8</td>
<td>Directing funds for services for people in poverty.</td>
</tr>
<tr>
<td>9</td>
<td>Designing public safety strategies.</td>
</tr>
<tr>
<td>10</td>
<td>Development of rural areas.</td>
</tr>
<tr>
<td>11</td>
<td>Analyzing local trends.</td>
</tr>
<tr>
<td>12</td>
<td>Estimating the number of people displaced by natural disasters.</td>
</tr>
<tr>
<td>13</td>
<td>Developing assistance programs for American Indians and Alaska Natives.</td>
</tr>
<tr>
<td>14</td>
<td>Creating maps to speed emergency services to households in need of assistance.</td>
</tr>
<tr>
<td>15</td>
<td>Delivering goods and services to local markets.</td>
</tr>
<tr>
<td>16</td>
<td>Designing facilities for people with disabilities, the elderly, or children.</td>
</tr>
<tr>
<td>17</td>
<td>Planning future government services.</td>
</tr>
<tr>
<td>18</td>
<td>Planning investments and evaluating financial risk.</td>
</tr>
<tr>
<td>19</td>
<td>Publishing economic and statistical reports about the United States and its people.</td>
</tr>
<tr>
<td>20</td>
<td>Facilitating scientific research.</td>
</tr>
<tr>
<td>21</td>
<td>Developing “intelligent” maps for government and business.</td>
</tr>
<tr>
<td>22</td>
<td>Providing proof of age, relationship, or residence certificates provided by the Census Bureau.</td>
</tr>
<tr>
<td>23</td>
<td>Distributing medical research.</td>
</tr>
<tr>
<td>24</td>
<td>Reapportioning seats in the House of Representatives.</td>
</tr>
<tr>
<td>25</td>
<td>Planning and researching for media as backup for news stories.</td>
</tr>
<tr>
<td>26</td>
<td>Drawing school district boundaries.</td>
</tr>
<tr>
<td>27</td>
<td>Planning budgets for government at all levels.</td>
</tr>
<tr>
<td>28</td>
<td>Spotting trends in the economic well-being of the nation.</td>
</tr>
<tr>
<td>29</td>
<td>Planning for public transportation services.</td>
</tr>
<tr>
<td>30</td>
<td>Planning health and educational services for people with disabilities.</td>
</tr>
<tr>
<td>31</td>
<td>Establishing fair market rents and enforcing fair lending practices.</td>
</tr>
<tr>
<td>32</td>
<td>Directing services to children and adults with limited English-language proficiency.</td>
</tr>
<tr>
<td>33</td>
<td>Planning urban land use.</td>
</tr>
<tr>
<td>34</td>
<td>Planning outreach strategies.</td>
</tr>
<tr>
<td>35</td>
<td>Understanding labor supply.</td>
</tr>
<tr>
<td>36</td>
<td>Assessing the potential for spread of communicable diseases.</td>
</tr>
<tr>
<td>37</td>
<td>Making business decisions.</td>
</tr>
<tr>
<td>38</td>
<td>Understanding consumer needs.</td>
</tr>
<tr>
<td>39</td>
<td>Planning for faith-based organizations.</td>
</tr>
<tr>
<td>40</td>
<td>Locating factory sites and distribution centers.</td>
</tr>
<tr>
<td>41</td>
<td>Distributing catalogs and developing direct mail pieces.</td>
</tr>
<tr>
<td>42</td>
<td>Setting a standard for creating both public and private sector surveys.</td>
</tr>
<tr>
<td>43</td>
<td>Evaluating programs in different geographic areas.</td>
</tr>
<tr>
<td>44</td>
<td>Providing genealogical research.</td>
</tr>
<tr>
<td>45</td>
<td>Planning for school projects.</td>
</tr>
<tr>
<td>46</td>
<td>Developing adult education programs.</td>
</tr>
<tr>
<td>47</td>
<td>Researching historical subject areas.</td>
</tr>
<tr>
<td>48</td>
<td>Determining areas eligible for housing assistance and rehabilitation loans.</td>
</tr>
</tbody>
</table>
Municipal Complete Count Committee

A Municipal Complete Count Committee is a mutually beneficial partnership—at the highest level—within each city. The mayor often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:

- Communicates the importance of the census through local messaging.
- Raises awareness of the census throughout the city.
- Motivates every household in the city to participate in the census by completing the questionnaire thoroughly and in a timely manner.
- Increases the city's self-response rate.

The size of the Complete Count Committee is determined by each city. In addition, mayors and city councils may allocate funding to support the activities of the CCC. Cities view this funding as a sound investment in the future. Failure to count residents could result in a substantial loss of revenue for the next decade.

Suggested Municipal CCC Membership

*Partnership Specialist is advisor and Census Liaison*

- Mayor or Designee (Chair)
- Head of Regional Associations
- Head of Public School System
- Council Members from Priority Target Areas
- Head of Relevant Government Agencies and Departments
- Heads of Community Organizations
- Executive Director
- Other Suggested Members:
  - Representatives from Faith-based Organizations
  - Heads of Large Universities/Colleges
  - Heads of Business Associations
  - Deputy Director
  - State CCC Representative
Key Communications Phases

Education Phase (2018 — 2019)
The education phase is often referred to as the “Raising Census Awareness” phase. The message to each community member is that the census is a civic activity that affects people of all ages, races, cultures, and ethnicities. This is the period to strongly emphasize the many uses of census data and highlight specific local examples of how census data benefits a community.

Promotion Phase (April 2019 — January 2020)
The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “The 2020 Census is Coming.” During this period, CCCs implement activities through their government, faith- and community-based organization, business, media, and recruitment partners. An effective strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.

Motivation/Action Phase (February 2020 — June 2020)
The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak on Census Day — April 1st, 2020. The theme of this phase is “Be Counted for Your Community” and the focus is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will be the focus toward the end of this phase, and the message to the community will change, encouraging households to “Cooperate with Census Takers”.

CCC Subcommittee types

Business
Involving a community’s business sector creates a unifying element that touches every household within the community.

Communications, Media and Technology
Assists community organizations in utilizing census toolkit materials and enables them to innovate.

Community Organizations
Community organizations provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds.

Data and Maps
Understanding where hard-to survey areas exist is important to direct subcommittee activities toward the correct populations and geographic areas.

Education (Preschool — Grade 12)
Reaches U.S. households through schools and helps create a generation of future self-responders.

Education (Post Secondary)
Works with university housing to obtain administrative records for group quarters; educates off-campus students to participate accurately.

Ex-offender
The ex-offender population is sizable and is often disenfranchised from the community and hard to track.

Faith-based
Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members.

Government
Leveraging the ability of local government to provide knowledge of the population, organizations, and institutions is essential to an accurate count.

Group Quarters
Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count.

Homeless
In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans.

Immigrant
One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English.

Library
Urban Libraries Council says libraries are the “most trusted government entity”, poised to be pivotal for civic engagement.

Recruiting
Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.

Senior Citizen
Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.

Special Housing
The rental population will exceed a third of the entire U.S. population by 2020. No matter the housing type, access is vital for an accurate count.

Veterans
Over 22 million veterans living in the United States present a sizable population distributed throughout the 50 states. Former military personnel can provide leadership and excellent recruiting assistance.
County Complete Count Committee

A Complete Count Committee is a mutually beneficial partnership — at the highest level—within each county. The County Judge/Executive often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:

- Communicates the importance of the census through local messaging.
- Raises awareness of the census throughout the county.
- Motivates every household in the county to participate in the census by completing the questionnaire thoroughly and in a timely manner.
- Increases the county’s self-response rate.

The size of the Complete Count Committee is determined by each county. In addition, County Judge/Executive and county officials may allocate funding to support the activities of the CCC. Counties view this funding as a sound investment in the future. Failure to count residents could result in a substantial loss of revenue for the next decade.

Suggested County CCC Membership

**Partnership Specialist is advisor and Census Liaison**

- County Judge/Executive or Designee (Chair)
- Head of Regional Associations
- Head of Public School System
- County Extension Office Directors
- Head of Relevant Government Agencies and Departments
- Heads of Community Organizations
- Executive Director
- **Other Suggested Members**
  - Representatives from Faith-based Organizations
  - Heads of Large Universities/Colleges
  - Heads of Business Associations
  - Library Director
  - Mayor or City Officials

*United States Census 2020*
Key Communications Phases

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