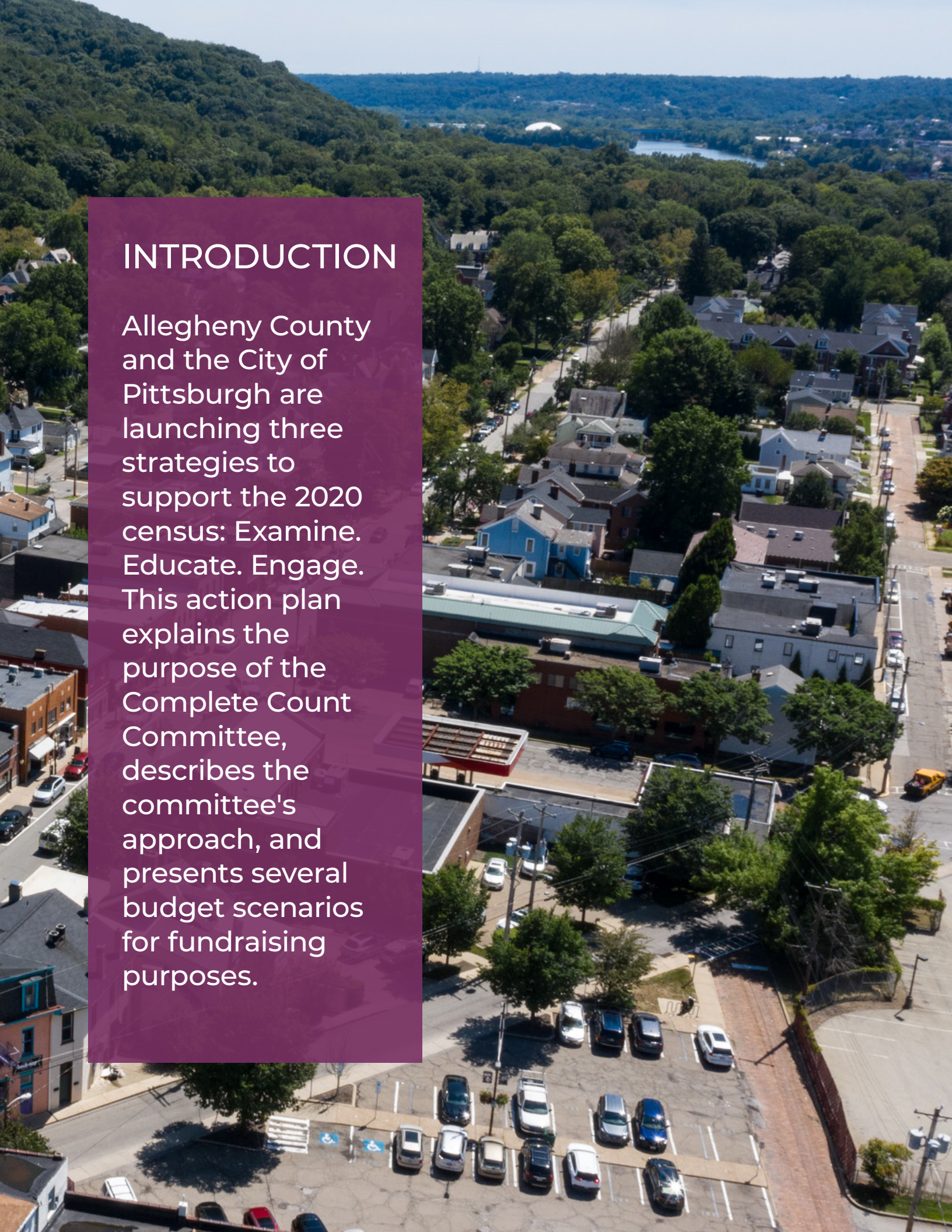
2020 CENSUS

BE COUNTED

ALLEGHENY COUNTY + PITTSBURGH

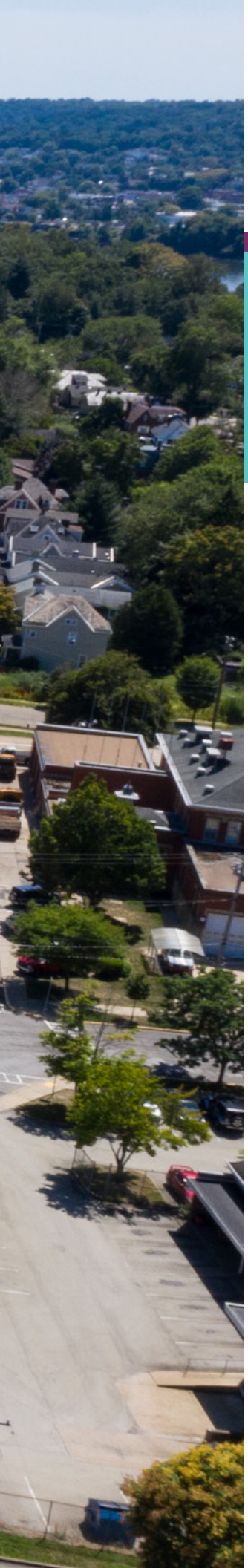
2020 CENSUS ACTION PLAN

RICH FITZGERALD
COUNTY EXECUTIVE



INTRODUCTION

Allegheny County and the City of Pittsburgh are launching three strategies to support the 2020 census: Examine. Educate. Engage. This action plan explains the purpose of the Complete Count Committee, describes the committee's approach, and presents several budget scenarios for fundraising purposes.



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WHY THE CENSUS MATTERS

"I OFTEN HEAR THAT THE CENSUS ISN'T IMPORTANT. NOTHING COULD BE FURTHER FROM THE TRUTH AND IT'S ABSOLUTELY IMPERATIVE THAT EVERYONE BE COUNTED. THE DATA IS SO INTEGRAL TO OUR GOVERNMENT THAT THE REQUIREMENT TO HAVE A DECENNIAL CENSUS IS INCLUDED IN THE U.S. CONSTITUTION."

- COUNTY EXECUTIVE RICH FITZGERALD

The census impacts every single resident of Allegheny County. It is used to determine federal representation and allocate billions of dollars in federal funding. Each year, the greater Pittsburgh region receives millions of dollars for highway and road construction projects, and in Community Development Block Grant funds. Authorities such as the Port Authority of Allegheny County also receive federal funding, some of which is based on census data. Census data is used to draw election districts and is part of a formula that determines funding for states to address food security, housing, and other important programs that our residents rely on. Moreover, statistics produced by the census are critical resources for researchers, planners, and community leaders.

Census participation begins April 1, 2020 and our community is currently mobilizing resources to encourage people to participate. There is a great deal of work to do. An incomplete count of our region, or the state, can have devastating impacts on our Commonwealth and community.

Based on the 2010 census, we know that approximately 79% of county residents and 73% of City of Pittsburgh residents mailed in their census questionnaire—meaning that the remaining households had to be counted through in-home visits by enumerators, increasing the risk of an undercount. It is critical to ensure that every person is counted so that we receive the appropriate federal funding to meet the needs of our residents, and our community is fairly represented in Congress. That effort will take all of us, working together, and also requires appropriate resources to ensure that everyone is counted—once, only once and in the right place.

We also recognize that people get information in a variety of ways, using platforms that are expanding all the time. With the appropriate resources, we will have the ability to share multiple messages across multiple platforms, emphasizing all of the reasons that we need our residents to be counted: for our children, for our health, for our infrastructure, for our schools, for our families and for our communities. This will include traditional and non-traditional marketing and outreach, and the development of collateral material that stakeholders and partners can utilize to share the message of being counted while also combating misinformation. We need to be engaged and involved in the community and have a presence at local festivals, job fairs, service centers, schools, and any other locations within the county and its municipalities where we have the ability to encourage our residents to be counted.

This upcoming census poses unique challenges including a fully-digital census questionnaire, and concerns that data provided to the Census Bureau will not be used appropriately. It's for exactly those reasons that we must work proactively to ensure that every resident is counted. There is power in a complete count.

In order to identify communities at risk of being undercounted, the Census Bureau released a report: *2020 Census Barriers, Attitudes and Motivators Study Survey (CBAMs)*. The goal of the report is to understand why people may or may not participate in the 2020 census, and how those beliefs are shared by different demographic groups. The report provides a demographic breakdown by race, class, sexual orientation, ethnicity, and age. The top five barriers to participation include: (1) concerns about data privacy and confidentiality; (2) fear of repercussion; (3) distrust in all levels of government; (4) a lack of efficacy; and (5) belief that the census does not personally benefit people.

Although the Census Bureau sets out to count every person living in the U.S. every ten years, some groups are more likely to be undercounted than others. Historically, populations that are difficult to locate, to contact, to persuade, and to interview have been more difficult to count. Those populations identified by the Census Bureau as hard-to-count communities include:

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

Due to the complex nuances of the 2020 census, local outreach efforts have also focused on these groups:

- College and university students
- Formerly incarcerated individuals
- Immigrants, internationals and refugees
- Persons without computer access or limited internet access
- Active military and veterans
- Older adults

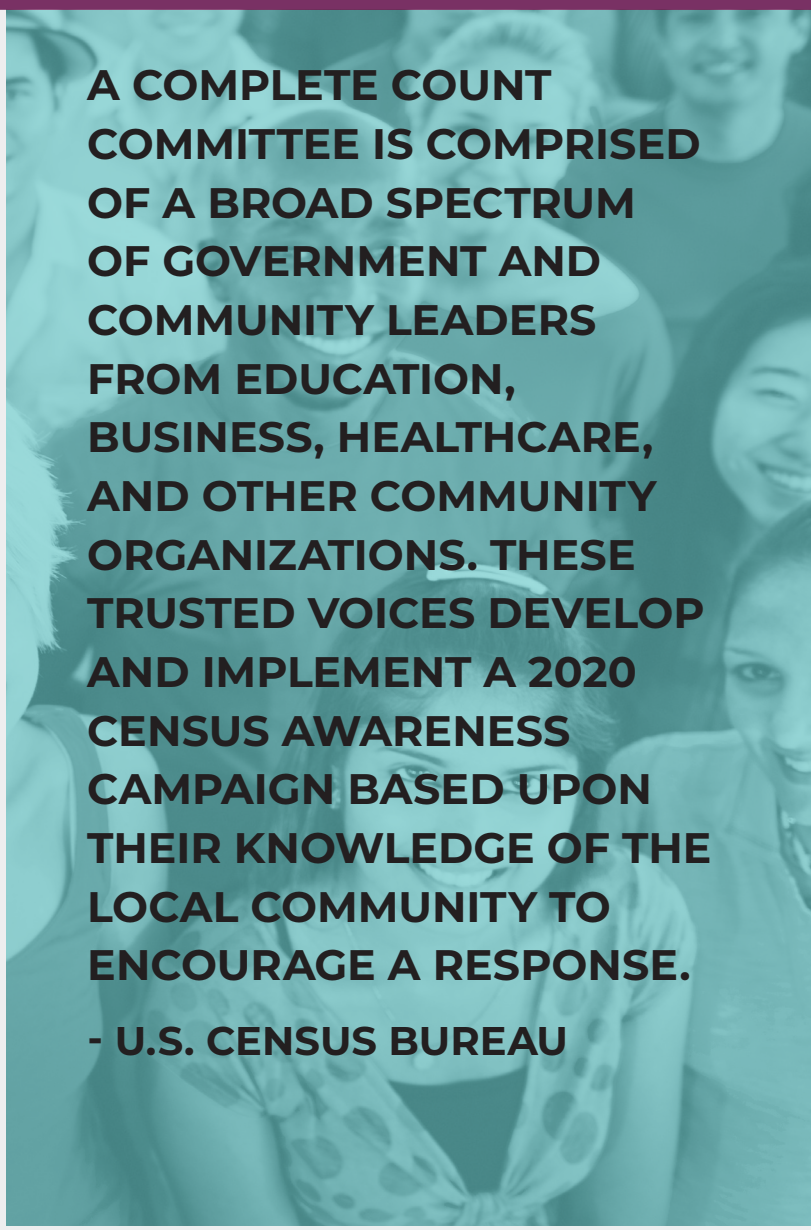
The biggest challenge we face is ensuring that all residents are informed of the importance of their participation and understand why a complete count matters. Raising awareness, educating the public, and mobilizing individuals to complete the 2020 census questionnaire will help ensure that as many people as possible are counted so that our community continues to receive appropriate representation and federal funding.

ABOUT THE COMMITTEE

On October 2, 2018, County Executive Rich Fitzgerald and City of Pittsburgh Mayor William Peduto announced the formation of a joint County-City Complete Count Committee (CCC)—the first CCC to be established in the Commonwealth of Pennsylvania. The CCC is co-chaired by Gregg Behr, Executive Director of the Grable Foundation, and Stefani Pashman, CEO of the Allegheny Conference on Community Development. The full committee roster is available on page 24.

The CCC has been active since its formation with members actively working with local-, regional-, state- and federal-level census efforts. Charged with providing oversight of the county's and city's efforts, the members also act as trusted census ambassadors, help identify and secure funding to meet the CCC's goals, and are helping to develop and implement a plan designed to target the unique characteristics of Allegheny County and its 130 municipalities.

The CCC includes voices from a variety of sectors and industries. The committee is diverse in its representation, influential in its reach, and is comprised trusted leaders within the community—all important characteristics to ensure that the committee has the greatest impact in ensuring that every person in our region is counted.



A COMPLETE COUNT COMMITTEE IS COMPRISED OF A BROAD SPECTRUM OF GOVERNMENT AND COMMUNITY LEADERS FROM EDUCATION, BUSINESS, HEALTHCARE, AND OTHER COMMUNITY ORGANIZATIONS. THESE TRUSTED VOICES DEVELOP AND IMPLEMENT A 2020 CENSUS AWARENESS CAMPAIGN BASED UPON THEIR KNOWLEDGE OF THE LOCAL COMMUNITY TO ENCOURAGE A RESPONSE.

- U.S. CENSUS BUREAU

STRUCTURE

The CCC created six subcommittees:

1. **Civic Fabric** reflects the community pillars in our region, including libraries, faith-based organizations, federally funded health centers, community centers, and civic networks.

2. **Community Voices** represents the groups that may be at risk of an undercount in our region, including but not limited to, individuals who identify as African-American, Asian American Pacific Islander, LatinX, immigrants/ internationals, older adults, disabled, veterans, formerly incarcerated and experiencing homelessness.

3. **Data** members include people familiar with data sources that can be used to inform and support outreach efforts organized by the CCC and its partners.

4. **Education** includes representatives from every education level – early childhood, K-12, after-school programs, and colleges and universities and consists of administrators, schools, providers, educators and students.

5. **Government** is comprised of municipal representatives as well as officials from county and City of Pittsburgh departments and agencies.

6. **Workforce** reflects our business and labor communities including large and small employers, labor groups, suppliers, and chambers of commerce.

Each subcommittee has created preliminary project ideas related to their focus area. This action plan combines and synthesizes these proposals into an overarching campaign to help ensure that every person is counted.

APPROACH

The CCC seeks to ensure maximum participation in the 2020 census. The CCC's approach includes three strategies: *Examine*. *Educate*. *Engage*. Each strategy includes three tactics designed to help Allegheny County and the City of Pittsburgh count as many of its citizens as possible.

EXAMINE

USE DATA TO INFORM STRATEGIES

- Asset Map & Events Calendar
- Data Collection & Reporting
- Data Visualizations

EDUCATE

EXPLAIN WHY THE CENSUS MATTERS

- Data-Driven Storytelling
- Focused Outreach
- Census Hubs

ENGAGE

MAKE IT EASY FOR PEOPLE TO PARTCIPATE

- Campaign & Toolkit
- Fellows & Ambassadors
- Mini-Grants Program

The county and city, in partnership with the CCC, will lead our region's 2020 census outreach efforts, and share the responsibility for implementation of the projects highlighted in this section. It is important to note that broad community support is necessary to fully achieve our collective goals. Each approach is described as follows.

EXAMINE

USE DATA TO INFORM STRATEGIES

This strategy examines our assets and identifies opportunities to increase participation in the census, visualizes hard-to-count communities, and tracks participation over time.

Asset Map & Events Calendar

Lead Partner: Western Pennsylvania Regional Data Center

The Western Pennsylvania Regional Data Center (WPRDC) staff propose building an interactive map of community assets and events that can be used for census outreach. The project would involve creating an asset data model by importing administrative data from a wide range of sources such as social service agencies, county and City of Pittsburgh departments, parks, playgrounds, businesses, libraries and more. Asset data can then be geocoded based on appropriate physical location. The data will then be shared through an interactive map. Additional data collection would be performed by WPRDC staff, interns and student volunteers who would collaborate with CCC members to identify assets that would be important to individuals in hard-to-count communities. This data could include information on language classes, community festivals, school meetings, and youth activities. Training would be provided to CCC members and partners on how to use the asset data to develop outreach strategies.

Benefits

- Engages members of hard-to-count communities to help the WPRDC learn more about the types of assets that are most important for census outreach efforts.
- Assembles community assets and event data from a number of sources, with the help of interns and volunteers.
- Provides an interactive online tool to view data about local assets and events to develop comprehensive outreach strategies.

Data Collection and Reporting

Lead Partner: Western Pennsylvania Regional Data Center

The WPRDC proposes a tool to track census outreach efforts. The tool will help the CCC document its work and retroactively examine impacts. This type of reporting will not only be invaluable for individuals currently working on census 2020 outreach, but will also help inform future census efforts.

Benefits

- Tracks outreach activity as it happens through the development of digital reporting tools. People carrying out 2020 census outreach activities will be able to enter data on planned and completed activities using tools developed by the project team.
- Collects information on the type of activity offered, describes who carried out the activity, where it took place, outcomes, lessons learned, and information about the hard-to-count communities served.
- Develops tools for tracking outreach activity, ensures that people in all hard-to-count communities are hearing the message that completing the census is important, and provides a "playbook" of our experience to inform outreach for the 2030 census.

Data Visualizations

Lead Partner: BeamData

BeamData has created an online tool for communities to examine where hard-to-count communities are located and to dive deeper to examine why that might be the case. BeamData proposes to expand upon this tool to empower communities to become familiar with census-related data and to find ways to use data in local decision making.

Benefits

- Provides municipal-level problem solvers with practical data visualization tools that showcase important data trends and provide overall assessments about three important questions: (1) How is it to count a specific geographic area in Allegheny County? (2) What are the indicators that suggest a geographic area is difficult to reach? (3) What are the implications of an undercount on resource allocation?
- Allows practitioners to understand how indicators and assets interact at the neighborhood-level across time and space. Specifically, information from the data tools can help determine which geographic areas and populations to prioritize based on a nuanced understanding of hard-to-count indicators and resources at stake.
- Encourages adoption of data-based tools through training and skills development, so that participants are able to effectively leverage data tools, while simultaneously facilitating new connections between CCC partners and creating a culture of data innovation to support census outreach.

EDUCATE

EXPLAIN WHY THE CENSUS MATTERS

This strategy educates the public about the importance of the census using data-based digital storytelling, focused outreach, and easily accessible census hubs.

Data-Driven Storytelling

Lead Partners: Allegheny County and City of Pittsburgh

The lead partners, with guidance from the Data Subcommittee, propose to generate a series of data stories (30+) that will be a vital part of census outreach efforts. These stories will be used to describe the importance of the census to federal funding allocations and reapportionment. Stories of how people in our community use census data to plan services and infrastructure, solve problems, and inform community conversations will also be captured. Stakeholders in communities will contribute narratives that support the use and importance of census data. This will help produce authentic messaging and portraits that deliver a concrete call to action: Be Counted.

Benefits

- Increases awareness of the census by sharing stories about how people in our community are affected by the census. Focuses on making data-informed arguments that compel people to action.
- Collects stories about programs and organizations whose funding or services are tied to census data. This will help produce authentic messaging and portraits that exemplify the need for a complete count (e.g. transportation, early childhood education, social services).
- Conveys the importance of the census to a wide audience using readily available multimedia tools. Helps the public understand the cumulative effects of undercounting and the importance of being counted.

Focused Outreach: Families, Students & Employees

Lead Partners: Trying Together, Pittsburgh Public Schools (PPS), Allegheny Partners for Out-Of-School Time (APOST), Allegheny Conference on Community Development, Allegheny Intermediate Unit (AIU), Pittsburgh Federation of Teachers (PFT), Propel Schools

The CCC is eager to engage with local residents. Special effort will be made to connect with families with children under the age of five, students of all ages, and employees working for local businesses and corporations. Focused outreach will take many forms. For example, PPS, PFT, AIU, APOST, Trying Together, Propel Schools have offered to lead a variety of outreach activities to engage students, families, and staff. The Allegheny Conference on Community Development will distribute an employer outreach package to each of its member companies to empower employers to educate their employees about the 2020 census.

Benefits

- Activates families, children and young adults in fun and engaging ways, and encourages people to become advocates for a complete count. Builds on the existing and robust network of education partnerships that exist in our region with the potential to reach people from cradle to career.
- Raises awareness about how the census impacts individuals and families and disseminates information about resources available to those who may need additional tools.
- Helps employers educate their employees about the importance of a complete count and reenforces that completing the census is a civic duty.

Census Hubs

Lead Partners: Allegheny County, City of Pittsburgh, Bayer Center for Nonprofit Management

In partnership with local organizations, such as libraries, colleges, universities, and community centers, the CCC proposes to create census hubs in heavily trafficked places across the county, paying particular attention to historically hard-to-count communities. These hubs will educate the public, provide resources, and have trained individuals who can answer questions about the census. In many cases, these hubs will have technology available to allow people to complete the census. Staff at each of the hubs will attend trainings provided throughout the county and in partnership with organizations such as the Bayer Center, Greater Pittsburgh Nonprofit Partnership, Allegheny County Library Association, early learning resource centers, and others. By having trained staff at each of the facilities, the hubs will become essential resources and trusted messengers that will empower, equip and mobilize individuals to participate in the 2020 census.

Benefits

- Generates public awareness of the upcoming census and educates individuals about what the census is, why it matters, when it is happening, and how people can be counted.
- Offers face-to-face opportunities to dialogue with people about the census and connect individuals with promotional materials and other census-related activities.
- Serves as information centers that meet people where they are, in “third spaces,” outside of the home and workplace (e.g. community centers, senior centers, markets, barber shops, laundromats, family support centers, churches, schools, libraries, parks)

ENGAGE

MAKE IT EASY FOR PEOPLE TO PARTICIPATE

This strategy offers ways for individuals to actively engage in census-related activities by using a multimedia toolkit, becoming ambassadors for the census, and applying for funds to lead catalytic projects.

Marketing Campaign & Multimedia Toolkit

Lead Partners: Allegheny County and City of Pittsburgh

The CCC proposes to launch a marketing campaign and associated resources to encourage people to participate in the 2020 census. A website will be developed that will include a multimedia toolkit to help individuals and organizations promote the census. The toolkit could include posters, fliers, brochures, talking points, social media prompts, and more. The materials would be tailored to specific audiences.

Benefits

- Augments the awareness efforts of the CCC by developing an Allegheny County/City of Pittsburgh census multimedia toolkit that can be used to support all other census-related activities.
- Communicates the value proposition of working toward a complete count, and makes it easy for people to learn about the census and promote it among friends, family, neighbors, co-workers, and others.
- Offers standard content (i.e. overview of the 2020 census, timeline, participation details), as well as customized content for specific audiences.

Fellows & Ambassadors

Lead Partners: Allegheny County and City of Pittsburgh

The CCC proposes to hire a group of fellows who can augment the work the committee is leading for the census. Fellows will provide a range of support including hosting office hours at various organizations targeting hard-to-count communities, attending community events, facilitating training of census ambassadors, and other work needed to ensure a fair and accurate count. The fellows will work closely with others such as the Greater Pittsburgh Nonprofit Partnership, Local Government Academy, and Allegheny League of Municipalities, to train census ambassadors who will advocate for the importance of the census.

Benefits

- Offsets the staffing concerns that many organizations have expressed by having a dedicated group of fellows who could rotate among organizations that serve hard-to-count communities and assist with census-related activities.
- Coordinates activity among the CCC subcommittees and helps connect the CCC with complementary efforts happening at the local, state, and national levels.
- Grows the volunteer pool of census ambassadors by designing and offering trainings to individuals who wish to advocate for participation in the 2020 census in their communities.

Mini-Grants Program

Lead Partners: Allegheny County, City of Pittsburgh, and a local foundation

The CCC proposes to alleviate a common concern among nonprofit organizations, social service agencies, and municipalities serving vulnerable populations: the need for additional resources to cover staff time, host events, and pay for supplies. Accordingly, the CCC proposes to partner with a local foundation to manage a mini-grant program that will offer funding to nonprofits and local governments to design and lead census-related activities. This proposal, along with that to create fellows and ambassadors, will address this concern and involve additional organizations and parties in the census.

Benefits

- Supports grassroots, community-based activities that engage hard-to-count communities within Allegheny County. This initiative seeks to catalyze opportunities for organizations, groups, and residents to develop project(s) that will reach populations within the communities where they live, work, and serve.
- Provides motivation and funding to offset the costs associated with activities that inspire hard-to-count communities to engage with census-related activities.
- Enables residents to creatively respond to the challenge of making sure that every person is counted and expands the number of people advocating on behalf of the CCC.

TIMELINE

This timeline includes activity since the formation of the CCC to date, as well as the proposed timeline from the action plan through the end of the census 2020 process.

2018

SEP
Meet & Greet

OCT
Joint Press Conference & Training

DEC
CCC Meeting

2019

JAN
CCC Meeting

FEB
Subcommittee Meetings

MAR
CCC Meeting

APR
Subcommittee Meetings

MAY
CCC Meeting

JUL
Action Plan Development; Data-Based Storytelling Begins

AUG
Formalize Action Plan for Presentation

SEP
Fundraising & Planning; Census Fellow Begins

OCT
Asset Map, Calendar, and Data Visualization Work Begins

NOV
Multimedia Toolkit Released; Ambassador Trainings Begin

DEC
Mini-Grant Program Decision making Begins (ongoing)

2020

JAN
Focused Outreach and Data Collection Begins (ongoing)

FEB
Outreach and Storytelling Continue

MAR
All Forms of Marketing & Outreach Continue

APR
April 1 is Census Day

MAY
Outreach and Storytelling continue

JUN
Outreach and Storytelling continue

JUL
Outreach and Storytelling continue

AUG
Data collection is finalized
Wrap-up and Reporting

BUDGET SCENARIOS

IF YOUR COMMUNITY ISN'T FULLY COUNTED IN THE 2020 CENSUS, YOU WILL MISS OUT ON POLITICAL REPRESENTATION, ON MONEY FOR YOUR CHILDREN'S CLASSROOMS, ON JOBS AND HEALTH CARE CENTERS FOR THE NEXT 10 YEARS.

- CENSUS COUNTS

The following table presents three budget scenarios: **Good, Better,** and **Best.** The Best column displays the costs associated with operating a fully realized action plan. Ideally, the CCC can raise enough money for the Census 2020 Philanthropic Fund* to enact the Best plan. Alternatively, donors may choose to fund specific parts of the plan (e.g. the Best version of Data Visualizations or the Good version of the Mini-Grants Program).

*Census 2020 Philanthropic Fund, housed at Grantmakers of Western Pennsylvania, allows foundations to contribute to census-related work in Pittsburgh and Allegheny County in a coordinated way. This structure also simplifies fundraising and reporting requirements for nonprofit organizations seeking support for census-related activities, which in turn allows them to devote more of their efforts to ensuring a complete and accurate count.

STRATEGY	TACTICS	GOOD	BETTER	BEST
EXAMINE	Asset Map & Events Calendar	$69,500	$86,000	$96,000
	Data Collection & Reporting	$23,600	$23,600	$23,600
	Visualizations	$26,333	$39,933	$53,533
	SUBTOTALS	$119,433	$149,533	$173,133
EDUCATE	Data-Driven Storytelling (in-kind)	$30,869	$30,869	$30,869
	Focused Outreach: Families, Students & Employees	-	-	-
	Census Hubs	$12,439	$23,549	$34,859
	SUBTOTALS	$43,308	$54,418	$65,728
ENGAGE	Marketing Campaign & Multimedia Toolkit	$269,755	$429,910	$563,300
	Fellows & Ambassadors	$15,000	$30,000	$45,000
	Mini-Grants Program	$75,000	$125,000	$175,000
	SUBTOTALS	$359,755	$584,910	$783,300
TOTALS		$522,496	$788,861	$1,022,161

BUDGET NOTES

These budget notes briefly explain the differences between the Good, Better, and Best budget scenarios.

Examine

Asset Map & Events Calendar

Good: Create asset map
Better: Create asset map and events calendar
Best: Create asset map and events calendar with internship support

Data Collection & Reporting

Good/Better/Best: Because of the importance of data collection and reporting to the census effort, this is the only item that is part of the action plan that is presented without options. The creation of a reporting tool to track activities with additional internship support is considered an integral part of our current and future efforts.

Data Visualizations

Good: Develop one interactive visualization
Better: Develop two interactive visualizations
Best: Develop three interactive visualizations

Educate

Data-Driven Storytelling

The data stories will be created utilizing existing in-kind resources from Allegheny County; as a result, no fundraising is necessary.

Focused Outreach

The focused outreach will be conducted utilizing existing resources; as a result, no fundraising is necessary.

Census Hubs

Good: Supply a minimum amount of materials, resources, and tablets for 100 hubs
Better: Supply additional materials, signage, and tablets for 100 hubs
Best: Supply the greatest amount of support, materials, signage, and tablets for 100 hubs

Engage

Marketing Campaign & Multimedia Toolkit

Good: Fund a minimum amount of advertising through digital, cinema, outdoor, print, radio, transit, tv ads, and giveaways
Better: Fund advertising and giveaways for a mid-sized campaign
Best: Fund a fully realized local marketing campaign

Fellows & Ambassadors

Good: Hire one census fellow
Better: Hire two census fellows
Best: Hire three census fellows

Mini-Grants Program

Good: Administer grant program and award up to 50 grants
Better: Administer grant program and award up to 100 grants
Best: Administer grant program and award up to 150 grants

COMPLEMENTARY EFFORTS

"

PITTSBURGHERS – AND I MEAN ALL PITTSBURGHERS, WHETHER THEY ARE NEW TO OUR COUNTRY OR HAVE BEEN HERE FOR GENERATIONS – NEED TO STAND TOGETHER AND DEMAND THAT THEIR NUMBERS ARE FULLY COUNTED

- MAYOR WILLIAM PEDUTO, CITY OF PITTSBURGH

"

Pennsylvania Complete Count Commission

The CCC is an active participant and contributor to Governor Tom Wolf's Census 2020 Complete Count Commission. Since November 2018, staff members managing the CCC have attended interagency census planning meetings at the state level and have also presented in Harrisburg at regular Commission meetings. Additionally, staff participate in biweekly conference calls hosted by the Commission to hear about progress and other relevant updates throughout Pennsylvania.

Keystone Counts and PA Voice

The CCC is coordinating its efforts with Keystone Counts, a statewide coalition of advocacy groups, service providers, and community organizations. The coalition is staffed by Pennsylvania Voice, which has a statewide approach that will focus on increasing capacity for grassroots organizations to be able to engage in door-to-door campaigns. Some of their activities will include mailers, phone-banking, and text-banking campaigns throughout key counties in the Commonwealth. Keystone Counts will focus on Allegheny, Beaver, Erie, Washington, and Westmoreland County.

Regional and Statewide Information-Sharing

Working in close partnership with officials from the U.S. Census Bureau the CCC staff have routinely connected with cities and counties throughout Pennsylvania to share resources and best practices. To date, connections have been established to exchange and learn of census planning efforts in the following areas:

-Lancaster County

-Montgomery County

-Northampton County

-Philadelphia

-Westmoreland County

Additionally, the CCC staff have worked closely with key regional partners, including the Southwestern Pennsylvania Commission—the regional planning agency serving the 10-county Southwestern Pennsylvania region—to facilitate census-related outreach.

National Convenings

Staff managing the CCC have also attended and presented at national census convenings including the 2019 Summit on Government Performance & Innovation in Minneapolis, Minnesota and the Cities and the 2020 Census Convening in Cambridge, Massachusetts.

Digital Organizing

Cities Count Network and Cities for Service, both facilitate an online exchange that enables staff supporting census work across the country to share insights, lessons learned and key updates.

Office of Public Art

The Office of Public Art, which is under the Greater Pittsburgh Arts Council, expands the reach and impact of the region's diverse and vibrant arts community by providing advocacy, capacity building and connections. Artists under this network understood the value and potential risk of communities not participating in census 2020 and submitted a proposal to contribute to the census-related outreach efforts.

COMPLETE COUNT COMMITTEE

Gregg Behr,
Grable Foundation (Co-Chair)

Jennifer Blatz,
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Grant Cole, *Mon Valley Initiative*

Jason Davidek, *Allegheny League of Municipalities*

Jack Exler, *Allegheny County Economic Development*

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Susan Hockenberry, *Quaker Valley Council of Governments*

Knowledge Hudson, *Housing Authority of the City of Pittsburgh*

An Lewis, *Steel Rivers Council of Governments*

Stanley Louis Gorski, *South Hills Area Council of Governments*

Michele Lutz, *Char-West Council of Governments*

Lydia Morin, *The Congress of Neighboring Communities (CONNECT)*

Wayne Roller, *North Hills Council of Governments*

Joy Ruff, *Local Government Academy*

Amanda Settelmaier, *Turtle Creek Valley Council of Governments*

Simone Thomas, *Allegheny County Economic Development*

Brosha Tkacheva, *representing Pittsburgh City-Council*

EDUCATION SUBCOMMITTEE ROSTER

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Gregg Behr, *Grable Foundation*

Susan Chersky, *Pittsburgh Public Schools*

Cara Ciminillo, *Trying Together*

Amy Davis, *Allegheny Intermediate Unit*

Andrew Johnson, *Community College of Allegheny County*

Carrie Lane, *Allegheny County Library Association*

Angela Tookes, *Family Foundations Early Head Start Program, University of Pittsburgh Office of Child Development*

Kathryn Vargas, *Allegheny Partners for Out of School Time*

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Jennifer Blatz, *AARP Pennsylvania*

Melissa Ernst, *Veterans Leadership Program of Western PA*

Brian Burley, *YNGBLKPGH*

Rosamaria Cristello, *Latino Community Center*

Betty Cruz, *Change Agency*

Mary Jayne McCullough, *Global Wordsmiths*

Traci Johnson, *POISE Foundation*

Benedict Killang, *Allegheny County Department of Human Services*

Marian Lien, *OCA Asian Pacific American Advocates*

Brian Matous, *Pittsburgh Mercy Operation Safety Net*

Aweys Mwaliya, *Somali Bantu Community Association of Pittsburgh*

Jim Richter, *AARP Pennsylvania*

Monica Ruiz, *Casa San Jose*

Ivonne Smith Tapia, *University of Pittsburgh*

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Khara Timsina, *Bhutanese Community Association of Pittsburgh*

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Jamaal Craig, *Pennsylvania Interfaith Impact Network*

Kelci Degnian, *Allegheny County Library Association*

Brian Magee, *Pittsburgh Urban Magnet Project*

Charlese McKinney, *Greater Pittsburgh Community Food Bank*

Wasi Mohamed, *Forward Cities*

Brian Schreiber, *Jewish Community Center of Greater Pittsburgh*

Victoria Snyder, *Ya Momz House, Inc.*

Ron Symons, *Jewish Community Center of Greater Pittsburgh*

Irene Yelovich, *Carnegie Library of Pittsburgh*

WORKFORCE SUBCOMMITTEE ROSTER

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Nina Esposito Visgitis, *Allegheny County Labor Council*

Larry Hailsham, *Allegheny Conference on Community Development*

Mark Jones, *Highmark Health*

Brian Kennedy, *Pittsburgh Technology Council*

Krysia Kubiak, *Duquesne Light*

Kheir Mugwaneza, *Allegheny Health Network*

Stefani Pashman, *Allegheny Conference on Community Development*

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Geoffrey Arnold, *City of Pittsburgh, Innovation & Performance*

Kathryn Collins, *Allegheny County Department of Human Services*

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Bob Gradeck, *University of Pittsburgh, Western Pennsylvania Regional Data Center*

Julia Marden, *Carnegie Library of Pittsburgh*

Tara Matthews, *City of Pittsburgh, Innovation & Performance*

Ellie Newman, *Port Authority of Allegheny County / Code for Pittsburgh*

Darin Palila, *Allegheny County GIS*

Bhavini Patel, *BeamData*

Eli Thomas, *Allegheny County GIS*

Ty Williams, *Carnegie Mellon University CREATE Lab*