



Philly Counts 2020

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City of
Philadelphia



About Philly Counts 2020

- The City of Philadelphia has allocated \$975,000 for the FY20 budget to support census work through the Philly Counts office.
- This is a critical investment to ensure that every Philadelphian understands why it is important and knows how to participate in the 2020 Census.
- Philly Counts is a multicultural team of 19 people.



Challenges

- Hiring enumerators
- Communicating through noise of the 2020 primary
- Fighting disinformation and misinformation
- Decreased funding



Hiring Enumerators

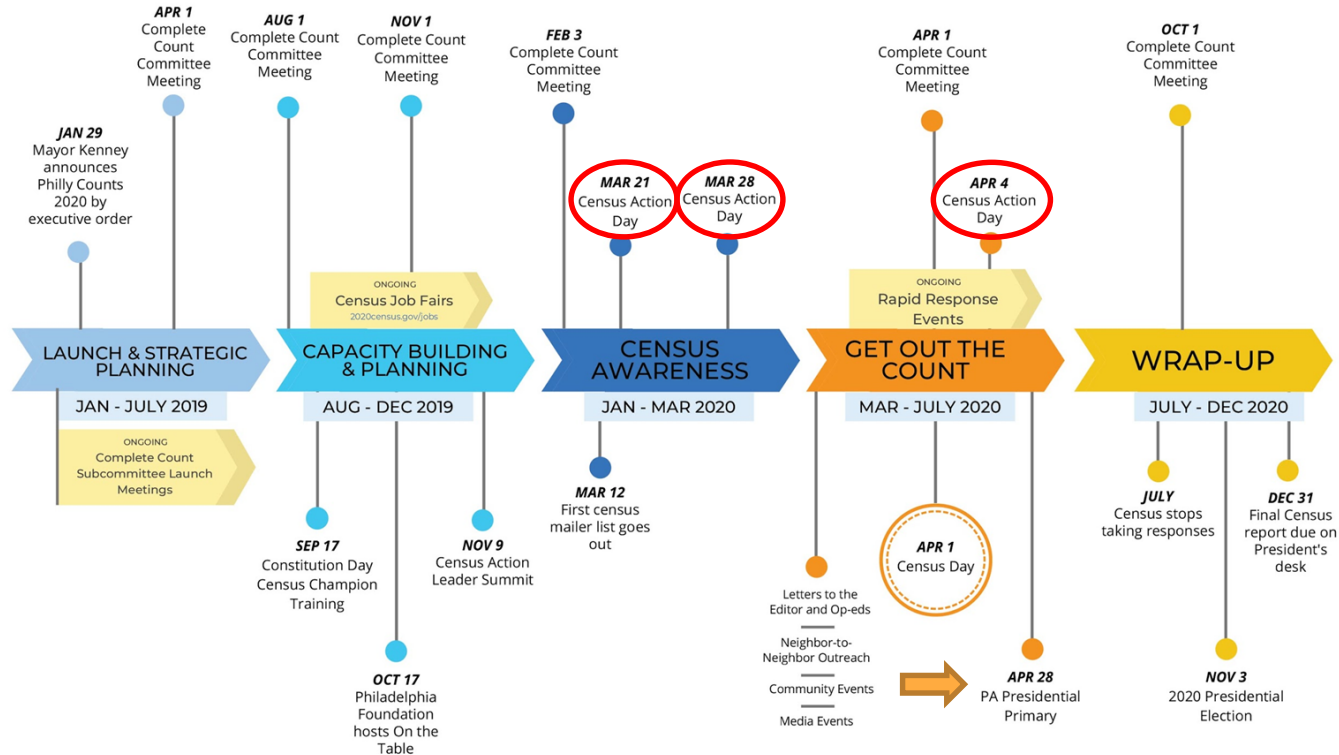
Census Bureau capacity

- Support identifying and engaging partners
- Review weekly reports and set up targeted recruitment sessions in key areas

Internet and technology

- Provide Chromebooks and hotspots as needed
- Identify locations for webinar training

Philly Counts 2020 Action Timeline



Philly Counts 2020 - Planning Toolkit



Philly Counts Planning Toolkit was created for the Complete Count Committee, organizers and community leaders that want to support the census.

Philly Counts 2020 – Outreach description

QUARTERLY

Complete
Count
Committee
Meeting

Quarterly meeting of Mayor Kenney's volunteer committees supporting the 2020 Census in historically under-counted communities

SEP • 17

Census
Champion
Training

Community members will be equipped with important information about the census to share with their friends + neighbors

NOV • 9

Census
Action
Leader
Summit

Full-day summit focused on training and planning for census actions at the neighborhood level

MAR • 21 + 28 • APR • 4

Census
Action Day

Across the city, action leaders will coordinate activities + events to increase awareness about the census

ONGOING

Digital
Engagement

Our Census Social Action Team will receive social media toolkits with key information and updates to share with their networks

TAKE ACTION TODAY!

The City needs YOUR help to make sure everyone is counted in Philadelphia. We are looking for volunteers to support Philly Counts events, staff job fairs across the city, distribute and collect Commit to Count Cards, enter data, and more!

Every person counts and so does every action.

Sign up to volunteer at:

www.phila.gov/census

ONGOING

Rapid
Response
Events

Series of events that mobilize non-responsive areas to fill out the 2020 Census and get counted



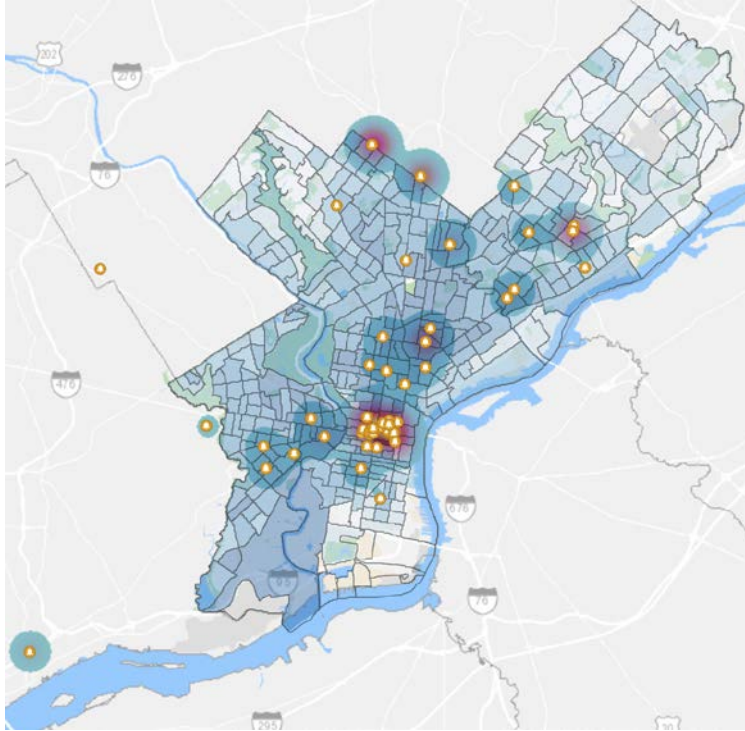
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Census Champion Training



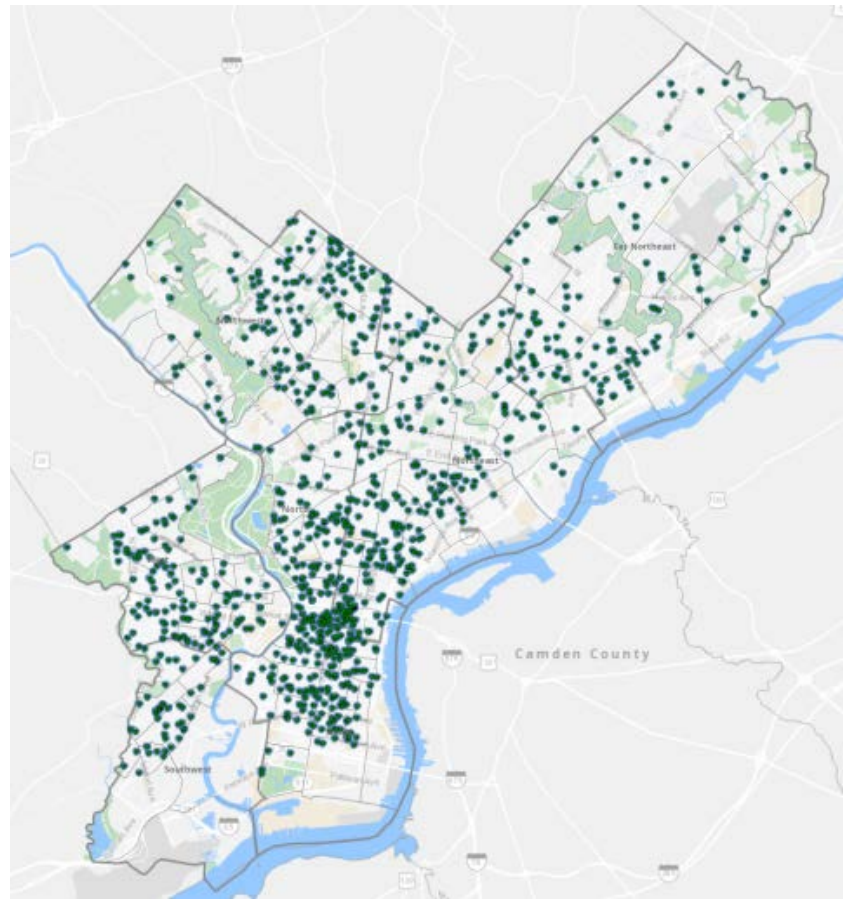
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Census Champion Training Program



- We launched our Census Champion trusted messenger program on September 17th, in conjunction with Constitution Day
- On our launch day, we held 71 trainings around the city in 7 different languages: Spanish, Vietnamese, Traditional Chinese, Korean, and Arabic
- We trained 2,289 people with the support of 109 volunteer trainers

In 2019 we trained over
4,000 Census Champions
in 8 languages.





Welcome to your Census Champion Training!

Here is what you will learn:

- **Section I** – Census 101
- **Section II** – Data Security, Privacy and Confidentiality
- **Section III** – How does the census count everyone?
- **Section IV** – Digital Literacy
- **Section V** – Get Involved
- **Section VI** – Keys to Success

Why is the census important?

The census is so much more than just a head count. Its results will impact Philadelphia for the next ten years.



Census data is used to determine representation in Congress.



Philadelphia receives more than \$3 billion in federal funds every year, for health, housing, schools and infrastructure.



Census data is also used for research and to analyze and predict trends.





How can I respond to the 2020 Census?

By April 1, 2020, households will receive an invitation via U.S. Mail to participate on the census.



For the first time in history, people can respond to the census online.



Phone Call



Paper Form
(via U.S. Mail)



Census Takers will visit households if they have not completed the census online, by mail, or by phone.



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Do babies under five-years-old count?

- **Don't forget the baby!** Include your newborn baby in your census form, even if they are still in the hospital on April 1.
- Babies and children under five-years-old must be counted.
- You have to count children **who live and sleep at your home most of the time**, even if the living arrangement is temporary or the parents of the child do not live there.
- If the baby will be born after April 1, 2020 should not be included as part of your household.



Census Action Leader Summit

- 300 people on Saturday, November 9, 2019 at South Philadelphia High School
- The Action Leader Summit focused on training and planning for census actions at the neighborhood level.
- Each attendee was asked to brainstorm on at least one event for a Census Action Day in the Spring.
- Participants gained in-depth knowledge from expert panelists about the historically undercounted groups in the city and how best reach out to them.



Commit to Count Cards

- Launched on MLK Day of Service
- 200 collection boxes around the city
- Over 30,000 cards printed in English, Spanish, and Mandarin
- Will be mailed back the first week of March

**It's time
to complete the 2020 Census!**

I Count.

You Count.

Philly Counts.

To complete the form, visit 2020census.gov

Philly Counts

We are committed to helping every member of our community understand why it's important to participate in 2020. Learn more at philly.gov/census

CONTACT US: Phone 215-686-0888 | Email: Census@phila.gov

5 CENSUS FACTS:

1. Census data is used to distribute more than \$900 billion to fund schools, healthcare and public services.
2. The census can be completed online, phone, via the paper form, or in person with an enumerator.
3. The census paper form is available in bilingual English and Spanish. It is available in 12 non-English languages online or by phone. Language guides will be available in 59 languages.
4. The census form will ask you demographic questions about who is living in your household. Your answers are confidential.
5. The U.S. Census Bureau employees will never invite you to participate via email, ask for sensitive information such as social security number or bank account information, or ask you to step outside of your home.

For more information, to complete the form online, or to apply for a census job visit: www.2020census.gov

KEY CENSUS DATES:

MAR 12
A paper invitation to complete the census is mailed to all households.

✱ **APRIL 1** ✱
Census Day! Join Philly Counts at noon for a Census celebration.

MAY 13
The U.S. Census Bureau will begin in-person outreach to households that have not yet completed the census.

STAY IN TOUCH!
Yes! By providing my cell phone number, I agree that Philly Counts may call and/or text me regarding the 2020 Census.
Phone: _____
Email: _____
I prefer to be contacted by: ☐ Email ☐ Text ☐ Call

YOUR RESPONSE HELPS ENSURE THAT PHILADELPHIA GETS ITS FAIR SHARE OF POLITICAL REPRESENTATION AND FEDERAL FUNDING FOR THE NEXT 10 YEARS!

COMPLETE THE CENSUS ONLINE AT [2020CENSUS.GOV](https://2020census.gov)

✓ I COMMIT TO:

FILL OUT THE CENSUS:

☐ ONLINE ☐ BY PHONE ☐ ON PAPER FORM

☐ IN PERSON WITH A U.S. CENSUS BUREAU ENUMERATOR

TAKE ACTION:

☐ I WILL TALK TO THREE PEOPLE ABOUT THE IMPORTANCE OF THE CENSUS.

☐ I WILL HOST AN EVENT TO PROMOTE THE BENEFITS OF COMPLETING THE CENSUS.

☐ I WILL ATTEND A PHILLY COUNTS EVENT.

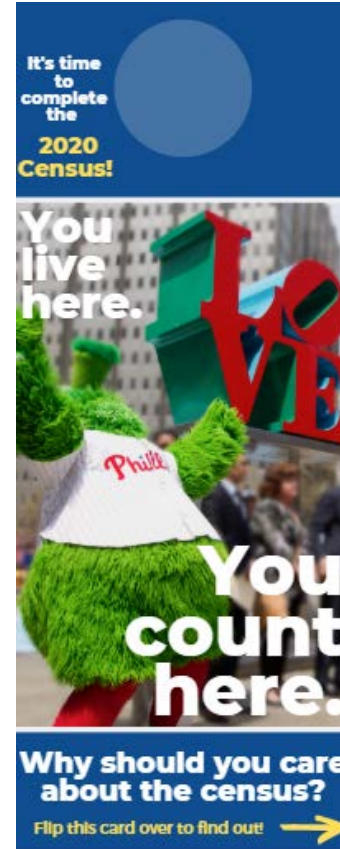
**THANK YOU FOR COMMITTING TO
COMPLETE THE CENSUS IN 2020!**

Philly Counts
I COUNT. YOU COUNT. PHILLY COUNTS.

Philly Counts will collect this pledge in February, and send it back to you as a reminder. Provide the address you'd like to receive it below!

Doorhanger Program

- Volunteer run program
- 200,000 households in Philadelphia
- All census tracts with projected self-response rate below 75%





Decreased funding



2010: \$554,000
allocated to support
community-based
organizations doing
census related work



2020: \$0
allocated to support
community-based
organizations doing
census related work



Philly Counts Action Fund



Membership

Leadership

Connect & Learn

HOME » 2020 CENSUS ACTION FUNDS

2020 Census Action Funds

Apply now to the
Philly Counts 2020
Census Action Fund

Apply now to the
MontCo PA Counts
2020 Census Action Fund

Apply now to the
DelCo Counts 2020
Census Action Fund

The DelCo Counts, MontCo PA Counts and Philly Counts 2020 Census Action Funds were established to support county-based organizations who are working to actively promote participation in the 2020 Census. The Action Funds are all accepting grant proposals between now and Spring 2020, and will fund organizations in their respective counties who are prepared to support the promotion and completion of the 2020 Census. See below for additional details.

Grant Eligibility and Timeline

To be eligible for a grant from the Action Funds, applying organizations must meet the following criteria:

- Organizations applying for grants must be based in and primarily serve Philadelphia county
- The application must be for a grant that will be fully spent by July 31, 2020
- If awarded funding, the organization must agree to complete a grant completion report and potentially a presentation in their respective counties
- Funding will not be approved for general operating costs. Only project-specific support is available through this fund.
- Applicants must have a 501(c)(3) tax-exempt status

Applications will be accepted on a rolling basis and reviewed by the committee every other month.

Please Note: All grants are subject to fund availability. There may be times when applications are held until a subsequent round as funds become available

Application Round Closes	Recommendations Sent to Review Committee	Applicants Notified*
Wednesday, September 18, 2019	Friday, September 27, 2019	Friday, October 4, 2019
Wednesday, October 16, 2019	Friday, October 25, 2019	Friday, November 1, 2019
Wednesday, December 11, 2019	Friday, December 20, 2019	Friday, January 3, 2020
Wednesday, February 5, 2020	Friday, February 14, 2020	Friday, February 21, 2020
Wednesday, March 4, 2020	Friday, March 13, 2020	Friday, March 20, 2020
Wednesday, April 29, 2020	Friday, May 8, 2020	Friday, May 15, 2020

**Applicants will be notified by the respective date if there are no outstanding questions/issues related to the application.*



I Count

You Count



Philly Counts