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 Launch & Strategic Planning**
- **JAN - JULY 2019**
  - Ongoing: Census Job Fairs, Subcommittee Launch Meetings
  - **SEP 17**: Constitution Day Census Champion Training
  - **OCT 17**: Philadelphia Foundation hosts On the Table

**Capacity Building & Planning**
- **AUG - DEC 2019**
  - **SEP 17**: Census Action Leader Summit
  - **NOV 9**: Census Action Mailer List goes out

**Census Awareness**
- **JAN - MAR 2020**
  - **MAR 12**: First census mailer list goes out
  - **OCT 17**: Philadelphia Foundation hosts On the Table

**Get Out the Count**
- **MAR - JULY 2020**
  - **MAR 21**: Census Action Day
  - **MAR 28**: Census Action Day
  - **APR 3**: Census Action Day
  - **APR 4**: Census Action Day
  - **JULY**: Census stops taking responses
  - **JULY**: Final Census report due on President's desk

**Wrap-Up**
- **JULY - DEC 2020**
  - **APR 28**: PA Presidential Primaries
  - **NOV 3**: 2020 Presidential Election
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 undercounted 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

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

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**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 O/B 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](http://www.phila.gov/census)
Census Champion Training
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.
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

**5 CENSUS FACTS:**
1. Census data is used to distribute more than $500 billion to fund schools, healthcare and public services.
2. The census can be completed online, phone, or in person.
3. The census form is available in bilingual English and Spanish, and in 50 non-English languages online or by phone. Language guides will be available in 50 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:**
- **ONLINE**: phillycounts.org
- **PHONE**: Call 844.555.1501
- **PAPER FORM**: Fill out a paper form and send it to the Bureau
- **IN PERSON**: With a U.S. Census Bureau enumerator

**TAKE ACTION:**
- I will talk to 3 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!
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
# Philadelphia Census Action Fund

**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.

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<th>Application Round Close</th>
<th>Recommendations Sent to Review Committee</th>
<th>Applicants Notified*</th>
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<td>Wednesday, April 28, 2021</td>
<td>Friday, May 7, 2021</td>
<td>Friday, May 15, 2021</td>
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*Applicants will be notified by the respective date if there are no outstanding questions/issues related to the application.

The 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.
I Count
You Count
Philly Counts