



PHILLY COUNTS!
**The City of Philadelphia's Campaign to Make Sure
Every Person Counts in the 2010 Census**

“Philly Counts!” is a citywide campaign to raise awareness about the 2010 federal Census and encourage all Philadelphia residents to be counted. A network of diverse leaders representing many constituencies and neighborhoods have come together to help spread the word about why participating in the Census is so important to Philadelphia. The campaign is coordinating with the US Census Bureau Regional Office in planning, promoting, and implementing its action plan to obtain a complete and accurate count of the City of Philadelphia’s resident population.

The Philly Counts Campaign will be led by Mayor Michael A. Nutter and honorary co-chairs representing the city's elected officials and civic leadership. These co-chairs are: U.S. Representative Robert Brady, U.S. Representative Chaka Fattah, U.S. Representative Allyson Schwartz, State Senator Shirley M. Kitchen, State Representative Jewell Williams, City Council President Anna Verna, School District of Philadelphia Superintendent Dr. Arlene Ackerman, Mayor’s Commission on Asian American Affairs Chair Dr. Nina Ahmad, Black Clergy of Philadelphia and the Vicinity President Bishop Audrey F. Bronson, Esperanza USA President & CEO Rev. Luis Cortes, Jr., Philadelphia Council AFL-CIO President Patrick Eiding, Philadelphia Housing Authority Executive Director Carl Greene, Lydia Hernandez-Velez, Greater Philadelphia Urban Affairs Coalition President & CEO Sharmain Matlock-Turner, Project H.O.M.E. Executive Director Sister Mary Scullion, and Greater Philadelphia Chamber of Commerce President & CEO Robert Wonderling.

The effort will be supported by volunteer-led Complete Count Committees (CCC) consisting of a network of top leaders and neighborhood stakeholders whose goal is to develop and execute census awareness and targeted outreach strategies. Members will work with local volunteer organizations to increase the Census response rate among residents through a structured neighbor-to-neighbor approach, designing and implementing targeted census awareness campaigns. At the same time, a CCC made up of municipal workers will direct city agencies’ outreach and awareness efforts across the city.

The following committees have been formed so far: African American, African & Caribbean, Asian American, Civic Engagement, Corporations and Philanthropy, Elected Officials, Education, Homeless/Public Housing, Immigrant & Limited English Proficient, Interfaith, Labor, Latino, LGBT, Municipal Departments, Neighborhood Businesses, and Young Professionals. These committees, with the support of Philly Counts and City of Philadelphia staff, will develop action strategies to increase awareness and understanding of the importance of participation in the 2010 Census.

African American Committee

This committee will promote census participation within the Philadelphia African American communities – and especially among younger African Americans.

Current members: Sharmain Matlock-Turner, Patricia Coulter, Jerry Mondesire and Ryan Bowers

African & Caribbean Committee

This committee will promote census participation within the City’s diverse African and Caribbean communities by creating partnerships with neighborhood businesses and community organizations, and building trust and understanding that the census is safe and confidential.

Current members: Voffee Jabateh

Asian American Committee

This committee will promote census participation within the City’s Asian American communities. The committee will ensure all materials are provided in appropriate languages and that all residents understand why Census participation is important to them and their neighborhoods.

Current members: Nina Ahmad, Anuj Gupta, Thoai Nguyen, Ellen Somekawa, Rorng Sorn, Gayle Isa

Civic Engagement Committee

This committee will help organize volunteers as needed by other committees to help distribute information about the census in targeted neighborhoods.

Current members: Todd Bernstein, Kelleigh Parker, Heather Wertz, Frankie Lancos, Ellen Firestone

Corporations & Philanthropy Committee

This committee will be responsible for providing advice and outreach on fundraising efforts to ensure Philly Counts has the resources it needs. Members of the committee will work to ensure large corporations are talking to their employees on the importance of completing their census forms.

Current members: Don Haskin, David Fair, Debra Kahn, Kevin Johnson

Elected Officials Committee

This committee will be made up of liaisons to all of the City’s elected officials at the Federal, State and local level. It will coordinate awareness activities aimed at the hardest to reach populations in each district and leverage opportunities to build census awareness into all speeches, events and communications by our elected representatives.

Education Committee

This committee will facilitate census awareness in local schools encouraging school administrators, teachers, and students--particularly those in targeted neighborhoods--to use Census In Schools materials. The committee will also work with local colleges and universities, reminding students that they must be counted here in Philadelphia and not in their home communities.

Current members: Tomas Hanna, De'Ara Ballenger, Follashade Flaud-Hammond, Nancy Santiago-Negron, Jonathan Herman

Homeless and Public Housing Committee

This committee will help inform the city's homeless population, letting them know that they too will be counted. It will also work with the regional Census Bureau to coordinate an accurate street and shelter population count, as well as residents living in public housing.

Current members: Sister Mary Scullion, Carl R. Greene, Laura Weinbaum, Daniette Mintz, Rachel Meeks

Immigrant & Limited English Proficient Committee

This committee will create and coordinate activities and materials that can be used by any local immigrant-serving institutions in the promotion of the 2010 Census awareness and participation. It will specifically work to educate residents about the purpose of the Census, its importance to them and the confidentiality of their information.

Current members: Anne O'Callaghan, Alex Shraybman, Marina Lipkovskaya, Judi Berstein-Baker, Dennis Mulligan, Marwan Kreidie, David Torres, Will Gonzalez, Beth Shapiro

Interfaith Committee

This committee has been meeting since the summer, and will continue to create and coordinate activities and materials that can be used by any local faith-based institution in the promotion of the 2010 Census awareness and participation.

Current members: More than thirty local faith-based leaders from a variety of denominations have been meeting this fall under the direction of Reverend Marguerite Handy and Reverend Malcolm Byrd in the Mayor's Office of Faith Based Initiatives

Labor Committee

This committee will create and coordinate activities by the members of the City's myriad labor unions to promote 2010 Census awareness and participation, especially in hard to reach neighborhoods.

Current members: AFL-CIO and its member organizations

Latino Committee

This committee will promote census participation within the Latino community by ensuring census information is distributed in both English and Spanish, creating partnerships with neighborhood businesses and community organizations, and building trust and understanding that the census is safe and confidential.

Current members: Lydia Hernandez-Velez, Nilda Ruiz, Pedro Rodriguez, Emilio Buitrago, Aracely Rosales, Carlos Rosales, Israel Colon

LGBT Committee

This committee is already promoting census participation within the LGBT community by hosting educational seminars, creating and distributing promotional materials and coordinating activities throughout the City.

Current members: Gloria Casarez, Bill Gehrman, Elicia Gonzales, Nurit Shein, Rev. Jeff Jordan, Brian Green, Steven McCann, Chris Bartlett, Jason Cook, Debra Blair, Louis Thomas, Tami Sortman, Lee Carson, Mike Hinson, Rick Feely

Municipal Departments Committee

This committee will facilitate Census outreach and publicity activities to be performed by the City of Philadelphia's departments and agencies.

Current members: David Torres, Tumar Alexander, Suzanne Biemiller, Nicole Cross, Katherine Martin, Anuj Gupta, Gary Jazstrab

Neighborhood Businesses Committee

This committee will work with small business owners located in neighborhood business corridors and ask them to help communicate the importance of participating in the 2010 Census to their customers.

Current members: Bilal Qayyum, Danilo Burgos, John Chin, Valeska Garay

Young Professionals Committee

This committee will be responsible for ensuring that young professionals are educated about the importance of the census especially those segments of the population living in roommate situations, recent housing conversions and those who are transient.

Current members: Barbara Saverino, Naomi Christine Leapheart, Thaddeus Squires, Sulaiman Rahman, Claire Robertson-Kraft