

PhillyCounts! 2020 Census Complete Count Committee

WHEREAS, Article 1, Section 2 of the United States Constitution requires a census to be undertaken every ten years to determine the population of each state for apportionment of the membership of the U.S. House of Representatives; and

WHEREAS, the United States Census Bureau will conduct the next decennial census beginning on April 1, 2020; and

WHEREAS, the results of the 2020 Census will be used to inform numerous important public policy objectives, such as Congressional reapportionment, legislative redistricting at the state and local level, and the allocation of more than \$850 billion in annual federal spending; and

WHEREAS, individuals, businesses, governments, nonprofits, and researchers rely on census data as a key source of information for planning, analysis, and decision-making; and

WHEREAS, it is well established that certain communities and segments of the population have historically been at higher risk of being under-counted and under-represented by the decennial census, despite these populations having a significant presence in the City of Philadelphia; and

WHEREAS, ensuring a full and accurate count of Philadelphia's population is vitally important to ensuring that Philadelphians are properly and fairly represented in Congress, the Pennsylvania General Assembly, and City Council; and

WHEREAS, a full and accurate count of Philadelphia's population is essential to ensuring that Philadelphians receive the resources to which they are entitled, and for which they pay taxes; and

WHEREAS, Philadelphians should feel confident in accurately responding to the 2020 census knowing that current law requires the personal information they provide in response to the census to be kept strictly confidential, cannot be shared with any federal, state, or city agency, and will remain private for 72 years; and

WHEREAS, to successfully achieve its goal of counting everyone once, only once, and in the right place, the United States Census Bureau requires close collaboration and cooperation with local governments and community partners; and

WHEREAS, to achieve a complete and accurate census count, it is essential to involve representatives of difficult-to-count populations and other important stakeholders in a coordinated outreach effort;

NOW, THEREFORE, I, JAMES. F. KENNEY, Mayor of the City of Philadelphia, by the powers vested in me by the Philadelphia Home Rule Charter, do hereby order as follows:

SECTION 1. Establishment of the Philly Counts 2020 Census Complete Count Committee

The Philly Counts 2020 Census Complete Count Committee ("Committee") is hereby established in the Office of the Managing Director.

SECTION 2. Composition of the Philly Counts 2020 Census Complete Count Committee

A. The Committee shall consist of no fewer than 15 members as follows:

1. Members shall be appointed by the Mayor and shall have experience and/or a background in at least one of the following areas: housing, higher education, primary education, organized labor, older adult services, clergy, community and non-profit organizations, business, or immigration.

2. The Mayor or his designee shall be an *ex officio* member of the Committee, and shall serve as its chair. The Committee may elect such other officers as it deems necessary.

B. Appointed members shall serve at the pleasure of the Mayor, without compensation.

C. The terms of all members shall end and the Committee shall be dissolved upon the conclusion of the 2020 Census, or by March 31, 2021, whichever is earlier.

SECTION 3. Duties of the Philly Counts 2020 Census Complete Count Committee

A. The Committee shall work in close collaboration with the United States Census Bureau to ensure that every Philadelphian is counted.

B. The Committee shall recommend methods and policies to facilitate the most complete and accurate census count, including implementing strategies to reach populations that have historically been difficult to count or have demonstrated a low response rate in prior censuses.

C. The Committee shall coordinate with City agencies, non-profits, universities, businesses, and other stakeholders to:

1. Promote awareness about the decennial census and the importance of responding to ensure an accurate count;

2. Promote understanding of how census data is and is not utilized, and how individual responses are kept confidential;

3. Recruit Philadelphians to assist in a variety of census-related activities, including employment with the United States Census Bureau; and

4. Develop partnerships to maximize resources used to achieve a complete and accurate count.

D. The Committee shall meet at least quarterly, at such times and places as it may designate.

SECTION 4. Cooperation

A. The Managing Director shall designate appropriate City agencies to provide personnel to advise and assist the Philly Counts 2020 Census Complete Count Committee in the effectuation of its duties mandated under Section 3.

B. All City Departments, Agencies, Boards, and Commissions shall cooperate with the Philly Counts 2020 Census Complete Count Committee and shall provide it with such data (subject to applicable privacy laws) or operational support as it may require.

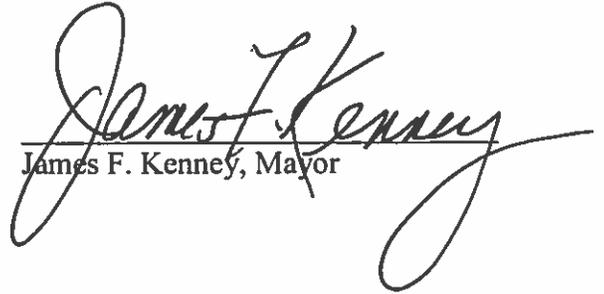
SECTION 5. Effective Date

This Order shall take effect immediately.

Date

1/29/19

James F. Kenney, Mayor

A handwritten signature in cursive script that reads "James F. Kenney". The signature is written over a horizontal line.