



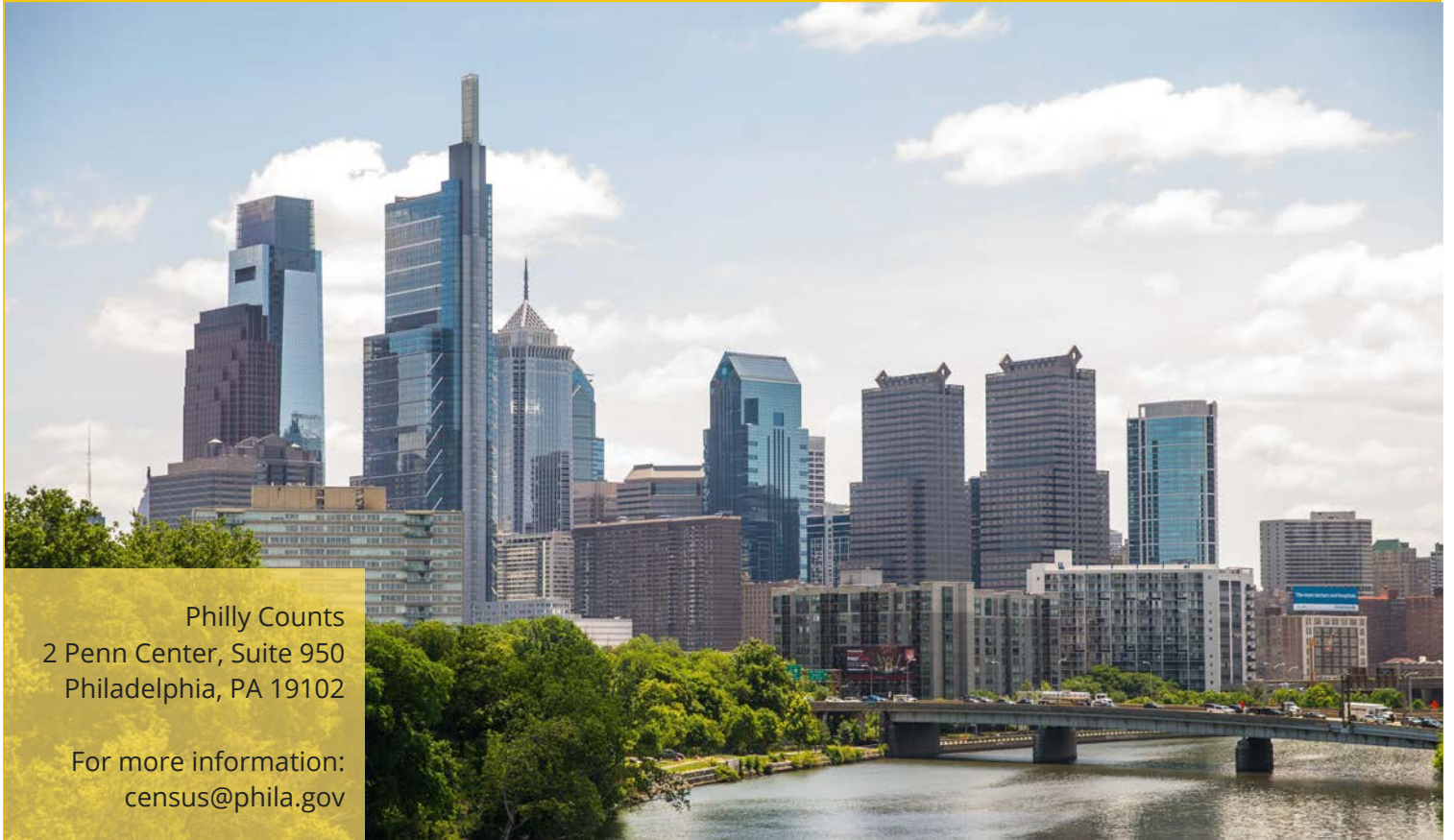
Philly Counts

AUGUST 2019

2020 Census

Planning Toolkit

Make it Count



Philly Counts
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Philadelphia, PA 19102

For more information:
census@phila.gov

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INTRODUCTION

WE NEED YOU TO MAKE IT COUNT!

“*"An accurate count is vital to our city's future, which is why we established Philly Counts 2020 and the Complete Count Committee. We know that community education and outreach leading up to the 2020 Census will be key to a successful count, and we are prepared to do the work to make it happen."*

”
-Mayor Jim Kenney

Mayor Kenney established the Philly Counts office to lead the City's effort to ensure a complete and accurate count. Every person in Philadelphia counts.

Philly Counts is not in charge of conducting the census nor the hiring process for Census jobs, but our office supports and elevates the work already planned by the U.S. Census Bureau, which is responsible for the decennial census.



At Philly Counts, we are committed to helping every member of our community understand why the census is critical to their lives and how to participate in 2020.

We will work closely with the Complete Count Committee and volunteers around the city to execute a grassroots, neighbor-to-neighbor strategy.

Join us in overcoming the challenges of the 2020 Census, including the first web-based self-response and less federal resources to reach our communities than in past years.

We will build trust, dispel myths, and support all Get Out the Count efforts around Philadelphia to ensure a complete and accurate count!

ABOUT THIS TOOLKIT



This document was created by Philly Counts 2020 for the Complete Count Committee, organizers, and community leaders that want to support the census. It includes information that can be used when talking with friends and neighbors about the census and the importance of responding. The planning templates can be used as a guide to host events or lead an action. If you need this information in additional languages, visit our website: www.phila.gov/census

We will need all the help we can get to ensure a complete and accurate count in the 2020 Census and we are counting on YOU!

EVERYONE needs to respond to ensure a complete and accurate count in the 2020 Census and we are counting on YOU!



Become a Census Champion, sign up for a census job, host a job fair or an awareness building event, canvass or organize a phone bank, and more.

There are so many ways that you can get involved!



BACKGROUND

The Constitution mandates that all people be counted every ten years in a national census. The United States Census Bureau is in charge of conducting the census. Its mission is to serve as the nation's leading provider of quality data about our people and economy. While this effort is led by the Census Bureau, it requires support from local government, businesses, and nonprofit leaders.

HOW DO PEOPLE RESPOND TO THE CENSUS?

- In March 2020, you will receive a census postcard in the mail. This postcard will have a link to the online census survey.
- You can respond to the Census online or by phone in 12 different languages.
- If you do not respond to the postcard, additional steps will be taken to ensure you are counted. These steps include mailing a paper form and a Census Bureau employee knocking on your door to offer in-person assistance.

KEY MESSAGES

Information collected is used for research, as well as to analyze and predict trends.

The census data is used to determine representation in Congress. The population in each state will also affect the Electoral College.

The amount of funding allocated to Pennsylvania is determined by Census data. Philadelphia receives more than three billion dollars in federal funds every year for health, housing, schools, federal student loans, and infrastructure improvements.





KEEPING DATA PRIVATE & SECURE

1. Title 13 in the Constitution requires that all the census data is private and protected.
2. Data collected through the census cannot be used against any person by any government agency or court.
3. The U.S. Census Bureau has many security measures in place to guarantee that the information collected stays safe.

WHAT INFORMATION WILL BE COLLECTED ON THE 2020 CENSUS?

The census will collect information about your household and the people living in it, such as:

- How many people live in the residence on April 1, 2020.
- Whether the residence is owned or rented.
- Gender, age, race, ethnic group, and relationship of ALL people living in the residence.

The Census Bureau

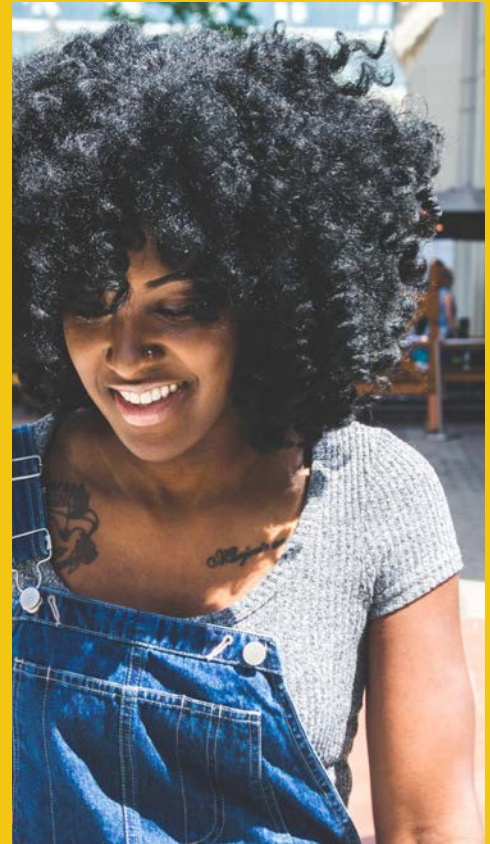
WILL

- Mail you a form, asking you to complete the census online
- Come to your door to ask you to fill out the census.
- Mail you a paper form to fill out and send back.
- Come to your door and ask about you or your neighbors.

WILL NOT

- Ask you to come outside of your house.
- Ask for your Social Security number.
- Email you a link to fill out the census online or ask for personal information via email.
- Ask for your financial information, including your bank account or credit card information.

Anyone working for the census will have a badge and will be able to prove their identity.



Filling out the 2020 Census when you receive your first mailer, either online or by phone, will prevent any Census Bureau employee from coming to your door.

If you are unsure about the census taker at your door, you can contact: Philly311.

AVOID SCAMS BY COMPLETING YOUR CENSUS WHEN IT ARRIVES IN THE MAIL



Action plan

PHASE	START DATE	END DATE
PHASE 01 CAPACITY BUILDING AND PLANNING	JULY 2019	DECEMBER 2019
PHASE 02 CENSUS AWARENESS	JANUARY 2020	MARCH 2020
PHASE 03 GET OUT THE COUNT	MARCH 2020	JULY 2020

Philly Counts

A description of our events

Census Champion Training

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

Rapid Response Events

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

Census Action Day

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

Census Action Leader Summit

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

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

Complete Count Committee Meeting

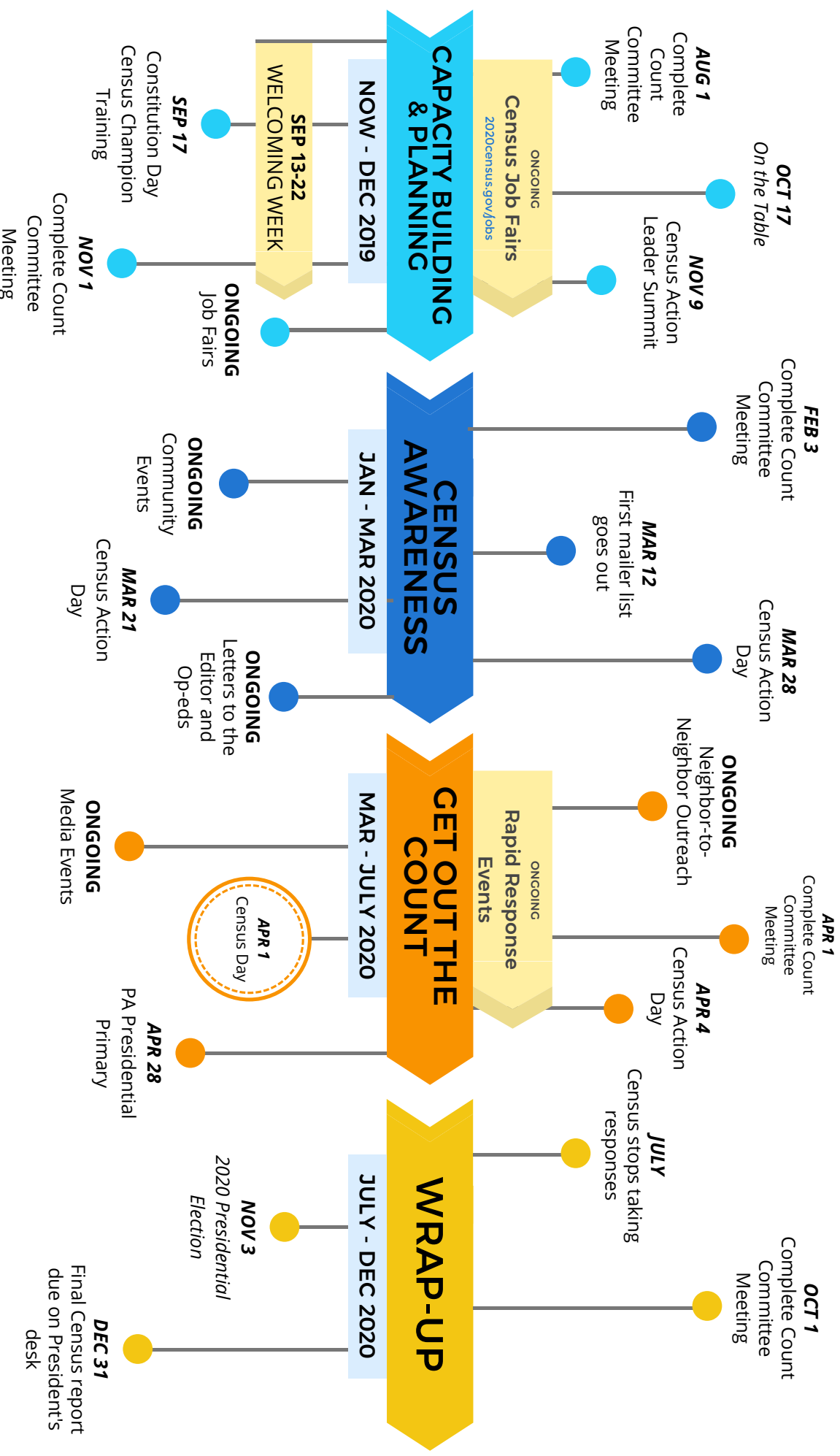
Quarterly meeting of Mayor Kenney's volunteer committees supporting the 2020 Census in historically under-counted communities



Philly Counts

Action Timeline

The City of Philadelphia is committed to helping every member of our community understand why the census is critical to their lives and how to participate. In Philadelphia, **every** person counts!



PHILLY COUNTS' GOALS



Our combined goal is to ensure a complete and accurate count. We need to get our message out to EVERY resident of Philadelphia. People need to know why it is important to complete the census, regardless of age, gender, race, or citizenship status.

We will track our progress based on the following goals:

- Collecting goal setting documents from all the Complete Count Committee members and community organizations and partners.
- Training a total of 2,500 Census Champions.
- Identifying 500 Census Action Leaders, at least one in every census tract.
- Connecting with 5,000 Social Media Ambassadors.
- Collecting 15,000 census pledge cards, Commit to Count.
- Supporting 100 job fairs with a total of 5,000 attendees.
- Raising one million dollars to support awareness and get out the count efforts of local organizations.

COMPLETE COUNT COMMITTEE GOALS

Each subcommittee will have their own customized goals and strategies based on the demographic they are working to reach.

This document should be used to set and track your individual and committee goals.

We encourage you to use the tracking documents provided for consistency in reporting, but you are welcome to use your own methods for planning and tracking in addition to the templates provided here.

We want to make sure that we are setting realistic goals that are manageable, measurable, and meaningful. Below are some suggestions. Feel free to add your own goals to this list.

SUGGESTED GOALS

- ___ number of people attending job fairs
- Canvass - make contact with ___ people or ___ houses
- Collect ___ pledge cards
- Host ___ number of events
- Recruit ___ Census Champions
- Organize ___ press events
- Lead a Phone Bank once a month with ___ number of calls made
- ___ social media impressions



Mural Credit: *Philly Painting* by Haas & Hahn
Mural Arts Philadelphia, 2012

SUGGESTED ACTIONS

There are a number of ways that you can help get the word out and Philly Counts is here to support you. Here are some examples of actions you can take within your community.

- Canvass or phone bank
- Organize a job fair
- Collect pledge cards (Commit to Count)
- Host a Census Champion training
- Plan an earned media event
- Pass out or post flyers in the community
- Write Op-Eds / Letters to the editor



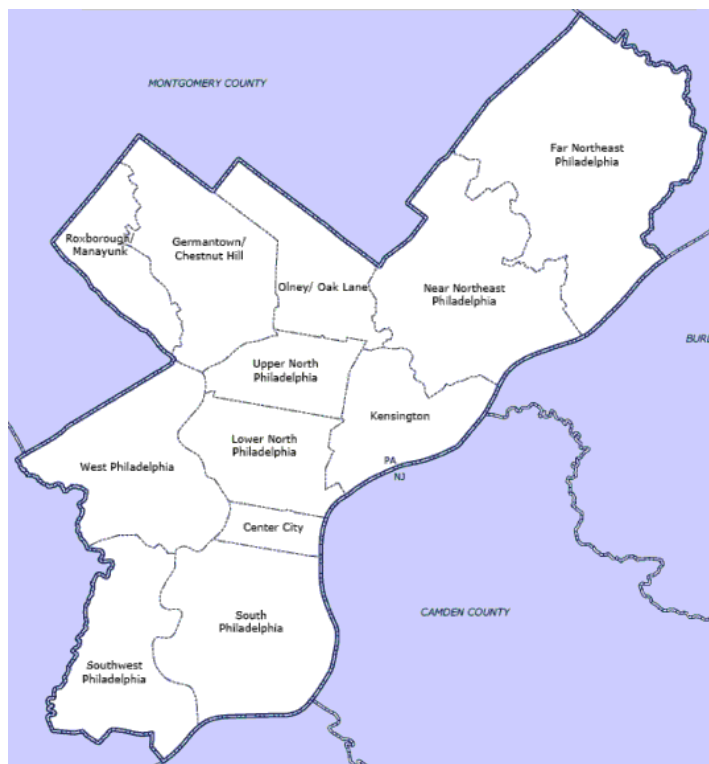
CANVASSING

Canvassing is strategic contact with individuals, commonly used during campaigns.

Canvassing can be done for many reasons: political campaigning, raising community awareness, and in our case, getting out the count efforts.

Canvassers should all receive the Census Champion training before doing any canvassing.

To set up a training for your volunteers, sign up online at phila.gov/census.



JOB FAIRS

Be a part of this historic moment! The Census Bureau is hiring for more than 3,000 temporary positions between now and February 2020. Hiring will take place on a rolling basis. Be sure to apply online now! To apply, visit: www.2020census.gov/jobs.

Philly Counts can help you set up and run a job fair. To request support, email census@phila.gov.

Benefits: great pay, flexible hours, weekly pay, paid training.

Apply today to be a Census Taker

2020census.gov/jobs or 1-855-JOB-2020

COMMIT TO COUNT CARDS

Who better to remind you to complete the census than you? In March, before the first mailer is sent out from the Census Bureau, everyone who filled out the Commit to Count cards will be mailed a reminder of their commitment from themselves.

Here is a sample of the Commit to Count postcards.

To get Commit to Count cards for your team, contact our office at census@phila.gov and someone will be in touch to assist you.



Will you fill out the Census and ensure that Philadelphia will get the proper representation and funding that we deserve from the US government for the next ten years?

I Commit to:

- ☒ **FILL OUT THE CENSUS:**
 - ☐ ONLINE ☐ BY PHONE ☐ ON PAPER FORM
- ☐ TALK TO THREE PEOPLE ABOUT THE IMPORTANCE OF THE CENSUS.
- ☐ HOST AN EVENT TO PROMOTE THE BENEFITS OF COMPLETING THE CENSUS.
- ☐ POST ABOUT THE CENSUS ON SOCIAL MEDIA.
- ☐ VOLUNTEER FOR A PHILLY COUNTS EVENT.

VISIT US ONLINE AT: WWW.PHILA.GOV/CENSUS TO GET MORE INFORMATION ON CENSUS CHAMPION TRAININGS OR TO SIGN UP TO VOLUNTEER!



CENSUS CHAMPION TRAINING

On September 17, we will launch our Census Champion program.

A Census Champion is a trusted messenger in their community. It is much better for people to hear the message from their friends or neighbors than to hear it from the government.

This training is designed for anyone who would like to support Get Out the Count efforts, giving them the tools to explain the importance of the 2020 Census and answer frequently asked questions with accurate information.

We will be hosting Census Champion trainings across the city with the goal of training 1,000 people, in English, Spanish, and Mandarin to lead the local efforts of our neighbor-to-neighbor strategy. Find out where the trainings will be held or sign up to host a training at www.phila.gov/census.



EARNED MEDIA EVENTS

What is earned media? Publicity gained through promotional efforts other than paid media advertising.

Philly Counts is here to support any events you wish to invite the media to attend. We ask that you consult with our office before doing **ANY** media outreach.

What you will need to host a compelling media event:

- Recognized speakers
- Accessible and recognizable location
- Human story that inspires feeling
- New or unique angle
- Clearly defined message

Things to consider:

Prepare a Press Sheet: Name and short bio of all people who can speak to press about or during your event.

Write a short description of your event. Be sure there is an interesting hook with broad appeal to help pitch the story.

Identify a location for your event, consider set up and staging, where will the audience be? Where will the press be? Is the lighting sufficient for cameras?

Keep in mind:

- NOT EVERY EVENT IS IDEAL FOR MEDIA
- SUBMIT A REQUEST TO HOST A MEDIA EVENT BY EMAILING CENSUS@PHILA.GOV
- DO NOT HOST A MEDIA EVENT WITHOUT CONSULTING PHILLY COUNTS



FLYERING

When you are promoting an event, either as the host or a partner, it can be good to print flyers and distribute them to the community.

You should ask businesses if you can post a flyer in their window, or leave some out on the counter. You can also hand them out at large events. Be sure to get permission before hanging a flyer.



LETTER TO THE EDITOR / OP-ED

Letters to the editor are generally short pieces, of about 250 words or less, that are in direct response to something recently published in the paper.

You should closely monitor the news in your paper and look for opportunities to respond to an article connected to the census.

You should send your letter to the editor as soon as possible after the story you are responding is published - preferably the same day.

Prepare in advance for this quick response by drafting key points you want included in your piece. This will allow you to write your follow-up letter in a timely manner. See an example and a quick guide to writing a Letter to the Editor in the Appendix.

Op-eds are slightly longer than letters to the editor; generally they run about 750 words or less. Op-eds do not need to be in response to a specific article in the paper. Feel free to draft a letter and send it Philly Counts, for feedback.

You can draft and submit an op-ed at anytime, but Phase 2 - building awareness - is from January through March, so those are priority months to get information to the public.

REPORTING

It is important for us to be able to track our progress as a Philly team, particularly by neighborhood (or census tract.) This will allow us to increase our efforts in areas with low response.

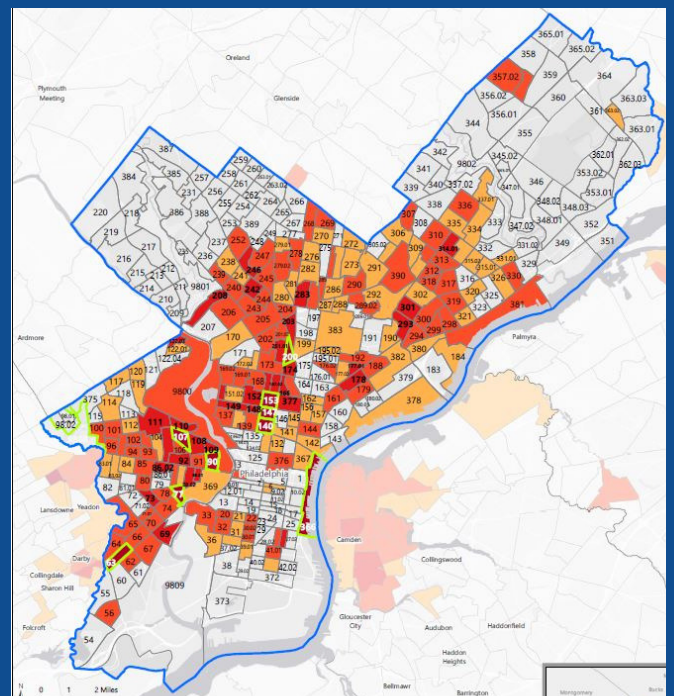
This will also help us to tell the big story of our collective work. It is helpful to include photos and any personal stories from events or actions. This will help us tell a compelling story and hopefully get press/ earned (free) media coverage.



Please visit our website:
www.phila.gov/census. Click on the reporting link to tell us about your work.

We will need up-to-date contact info for the lead organizer, if there was a host organization, how many people attended or were reached, and where and when the event took place.

If you have trouble accessing the form for any reason, contact 215-686-2146 and you can provide your report by phone.



"With the combined efforts of Philly Counts 2020, the Complete Count Committee and its subcommittees, every resident of the City of Philadelphia will be exposed to the 2020 Census message. I am looking forward to the partnership between the City of Philadelphia and the U.S. Census Bureau and our work together to ensure a complete and accurate count of every resident of the City of Philadelphia for the 2020 Census."

- Fernando Armstrong
 Director, Philadelphia Regional Census Center

GOAL SETTING WORKSHEET

Here is an example of a goal setting worksheet for you to track progress on your goals. You can find a blank template in the appendix.

Contact information	Census Champion Trainings	Census Champions Trained
	5	200
	10	200
Total	15	400

Social Media/Tweeters	Commit to Count Cards
50	200
75	200
125	400

Commit to Count Cards	Job Fairs	Census Action Day Events
200		
200	5	5
400	5	5

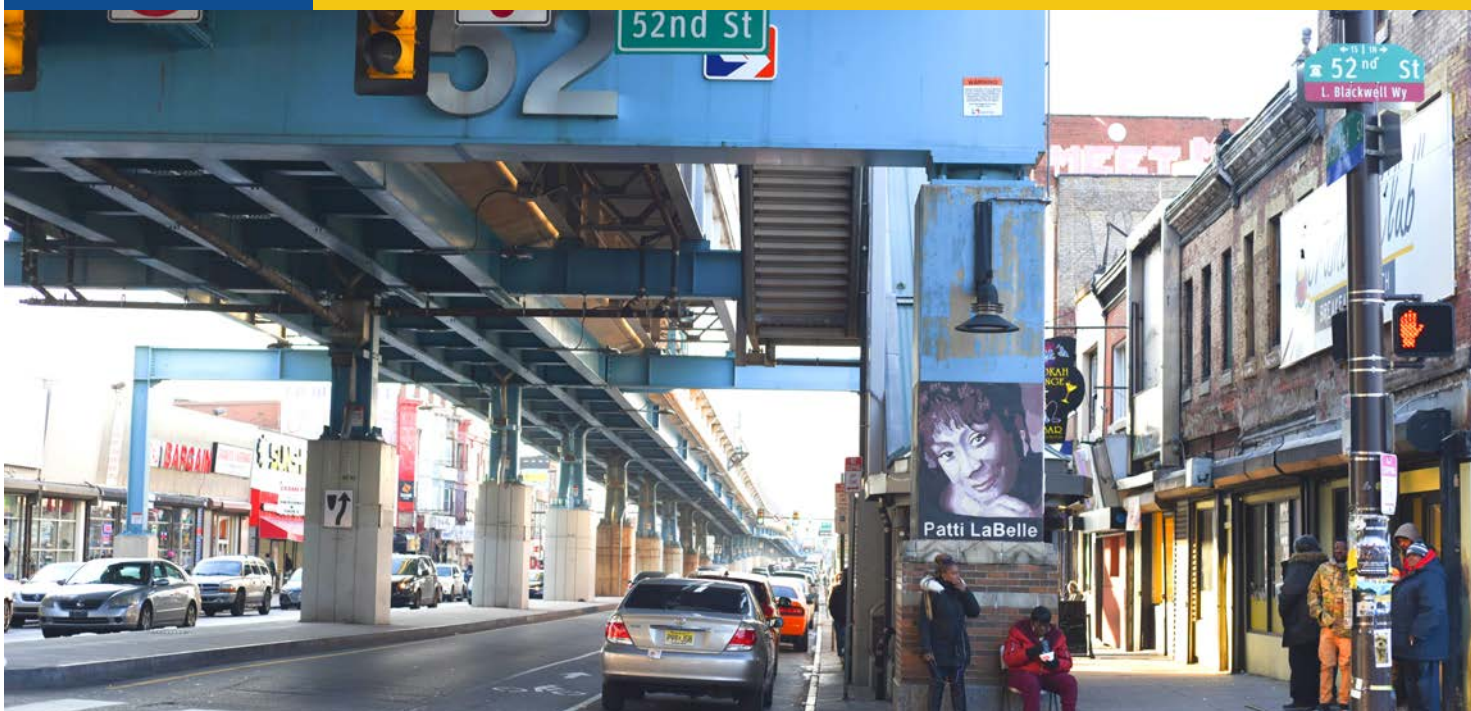


PHILADELPHIA NEEDS YOU!

What to tell people who are interested in supporting this crucial work?

As a Philadelphian, you can be a part of this historic event by taking the lead in your community.

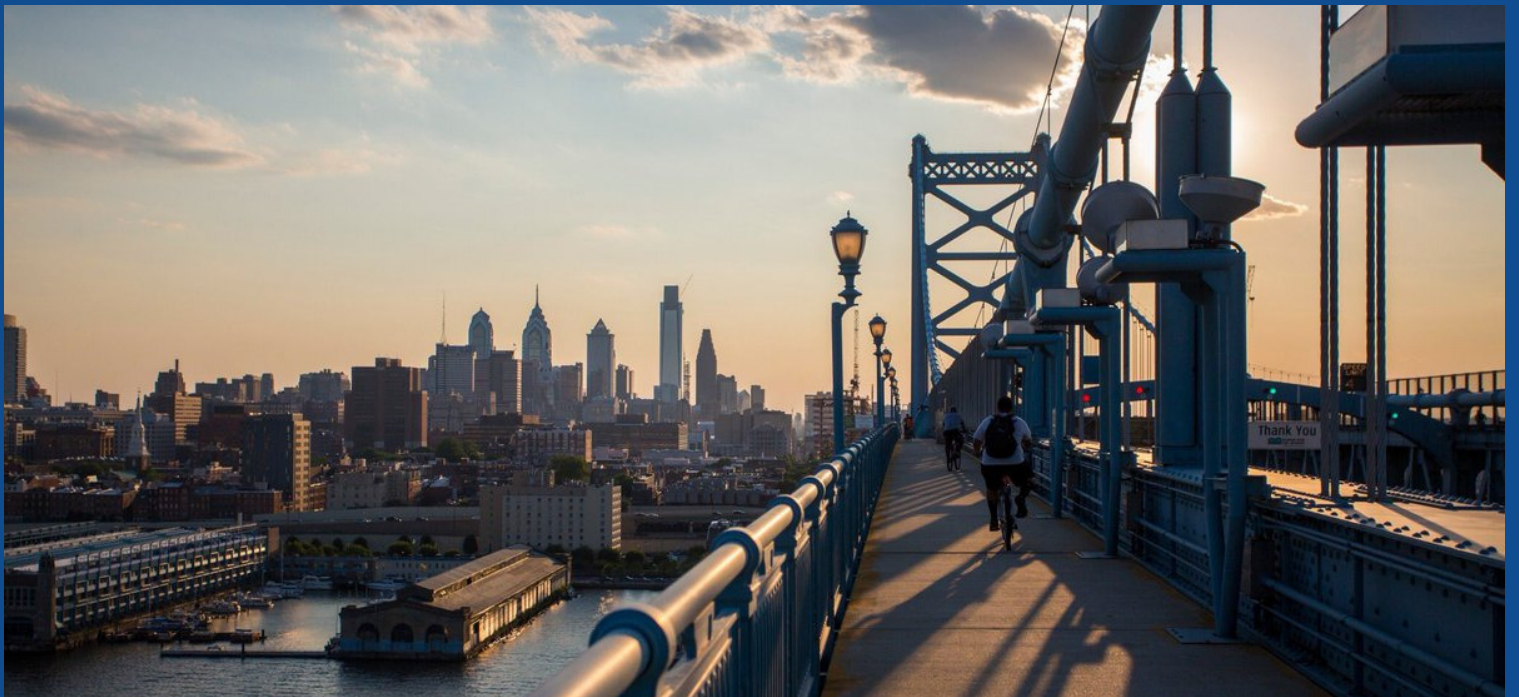
1. Help spread the word about the census and encourage your community's participation.
2. Become a Census Champion by attending or hosting a training session to learn how to talk about the census, why it matters for all of us, and how to answer hard questions. For more information, visit: phila.gov/phillycounts
3. Apply for a job with the U.S. Census Bureau.
4. For the latest news and updates regarding the 2020 Census follow @uscensusbureau and @PhiladelphiaGov. When you post on social be sure to use #PhillyCounts.



APPENDIX



- Description of Census Champion Training
- Template flyer for promoting your Census Champion Training
- How to write a Letter to the Editor
- Sample Letter to the Editor
- Calendar for planning
- Goal setting worksheet
- Map of Census Tracts



Host a Philly Counts 2020 Census Champion Training

**On September 17th - Constitution Day - we launch
our Census Champion program.**



Be a part of this historic event!

**Join us for a unique, in-depth training to become a Census
Champion, a trusted messenger equipped with the
knowledge and tools to accurately and effectively answer
questions and raise awareness about the 2020 Census.**

**Our Census Champions will become a part of a team that will
share critical information to educate the public about the
Census through a grassroots, neighbor-to-neighbor strategy.**



Want to host a Census Champion Training?

**To host a Census Champion training at your business or organization
on September 17th, visit <https://www.phila.gov/census>
or contact census@phila.gov**



Philly Counts 2020

Join us for a Philly Counts 2020 Census Champion Training

**On September 17th - Constitution Day - we launch
our Census Champion program.**

What is a Census Champion?

**A Census Champion is a trusted messenger equipped with the
crucial knowledge and tools to accurately and effectively
answer questions and raise awareness about the importance
and impact of the 2020 Census.**

Join us!

**Join us for a unique, in-depth training to become a Census
Champion. Our Census Champions will become a part of a
elite team that will share critical information to educate the
public about the Census through a grassroots, neighbor-to-
neighbor strategy.**

Location:

Date:

Time:

**For more information, visit: <https://www.phila.gov/census>
or contact: census@phila.gov**



Philly Counts 2020

How to write a Letter to the Editor

Step 1: Choose a topic

The broader topic will be the Census. Choose a more specific topic, such as the Census and federal school loans.

Step 2: Tell the Story

Did you or a relative receive a grant or a federal loan to go to a college they otherwise might not have been able to afford? If you make it a personal story, it will likely resonate with readers.

Step 3: The message

"Because of these reasons and more, I am committed to not only completing the 2020 Census, but also to help get the word out to my friends and neighbors."

Step 4: Submit

Send the letter in to your local papers, the Inquire and the Daily News, but also the neighborhood papers. If you need assistance on where or how to send your letter to the press, contact us at census@phila.gov.

Step 5: Let us know

We will look for it in the paper and share it with our community!

Sample Letter to the Editor

Dear Editor -

The 2020 Census has been in the news a lot lately. Many people are unaware of the magnitude of the census and how the data collected affects each of us. For example, the free school lunch program is one of the many critical public programs funded by the federal government. My family lives on a very tight budget and my children rely on school lunches. A cut to this program could result in less meals or lower quality meals for my children and I know that I cannot afford to make up the difference.

Due to high rates of poverty in Philadelphia, every child in the Philadelphia School District has access to a free lunch in school. This funding is dependent on the population, which is determined every ten years by the census. The slightest undercount would result the loss of major funding for critical services in Philadelphia.

I am grateful for the opportunity to write about the census funding for school lunches. Thank you to everyone helping to promote the 2020 Census in Philadelphia.

Sincerely,

[Me]

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Month	Census Champion Trainings Hosted	Census Champions Trained	Social Media Influences Engaged	Commit to Count Cards Collected	Job Fairs Hosted	Census Action Day Events Hosted	Press Events Pitched
September							
October							
November							
Decemeber							
January							
February							
March							
April							
Total:							

Use the space below to add the goals that you created:

Month	New Goal	New Goal	New Goal	New Goal	New Goal	New Goal
Add your Goal						
September						
October						
November						
Decemeber						
January						
February						
March						
April						
Total:						

SEPTEMBER 2019 PLANNING CALENDAR

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 Census Champion Training	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

TACTICS

GOALS

NOTES

<input type="checkbox"/>	Census Champion Training	Host ___ trainings with ___ attendees	
<input type="checkbox"/>	Recruit Census Action Leaders	Sign up ___ participants for Nov 9	
<input type="checkbox"/>	Identify Social Media Ambassadors	___ people committed to social outreach	
<input type="checkbox"/>	Host Job Fairs	Host ___ job fairs with ___ applications	
<input type="checkbox"/>	Collect Commit to Count Cards	Collect ___ Commit to Count cards	
<input type="checkbox"/>	Write Op Ed /Letter to Editor	Submit to newspaper	
<input type="checkbox"/>	Host or attend community events	Organize or attend ___ events	
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

OCTOBER 2019 PLANNING CALENDAR

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17 On The Table	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

TACTICS

GOALS

NOTES

<input type="checkbox"/>	Census Champion Training	Host ___ trainings with ___ attendees	
<input type="checkbox"/>	Recruit Census Action Leaders	Sign up ___ participants for Nov 9	
<input type="checkbox"/>	Identify Social Media Ambassadors	___ people committed to social outreach	
<input type="checkbox"/>	Host Job Fairs	Host ___ job fairs with ___ applications	
<input type="checkbox"/>	Collect Commit to Count Cards	Collect ___ Commit to Count cards	
<input type="checkbox"/>	Write Op Ed /Letter to Editor	Submit to a newspaper	
<input type="checkbox"/>	Host or attend community events	Organize or attend ___ events	
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

NOVEMBER 2019 PLANNING CALENDAR

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9 Action Leader Summit
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

TACTICS

GOALS

NOTES

<input type="checkbox"/>	Census Champion Training	Host ___ trainings with ___ attendees	
<input type="checkbox"/>	Census Action Leader training	Attend the training on Nov 9	
<input type="checkbox"/>	Identify Social Media Ambassadors	___ people committed to social outreach	
<input type="checkbox"/>	Host Job Fairs	Host ___ job fairs with ___ applications	
<input type="checkbox"/>	Collect Commit to Count Cards	Collect ___ Commit to Count cards	
<input type="checkbox"/>	Write Op Ed /Letter to Editor	Submit to a newspaper	
<input type="checkbox"/>	Host or attend community events	Organize or attend ___ events	
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

DECEMBER 2019 PLANNING CALENDAR

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

TACTICS

GOALS

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<input type="checkbox"/>	Census Champion Training	Host ___ trainings with ___ attendees	
<input type="checkbox"/>	Identify Social Media Ambassadors	___ people committed to social outreach	
<input type="checkbox"/>	Host Job Fairs	Host ___ job fairs with ___ applications	
<input type="checkbox"/>	Collect Commit to Count Cards	Collect ___ Commit to Count cards	
<input type="checkbox"/>	Write Op Ed /Letter to Editor	Submit to a newspaper	
<input type="checkbox"/>	Host or attend community events	Organize or attend ___ events	
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

JANUARY 2020 PLANNING CALENDAR

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

TACTICS

GOALS

NOTES

[illegible]

FEBRUARY 2020 PLANNING CALENDAR

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

TACTICS

GOALS

NOTES

[illegible]

MARCH 2020 PLANNING CALENDAR

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 Action Day
22	23	24	25	26	27	28 Action Day
29	30	31				

TACTICS

GOALS

NOTES

[illegible]

APRIL 2020 PLANNING CALENDAR

S	M	T	W	T	F	S
			¹ Census Day!	²	³	⁴ Action Day
⁵	⁶	⁷	⁸	⁹	¹⁰	¹¹
¹²	¹³	¹⁴	¹⁵	¹⁶	¹⁷	¹⁸
¹⁹	²⁰	²¹	²²	²³	²⁴	²⁵
²⁶	²⁷	²⁸ Presidential Primary	²⁹	³⁰		

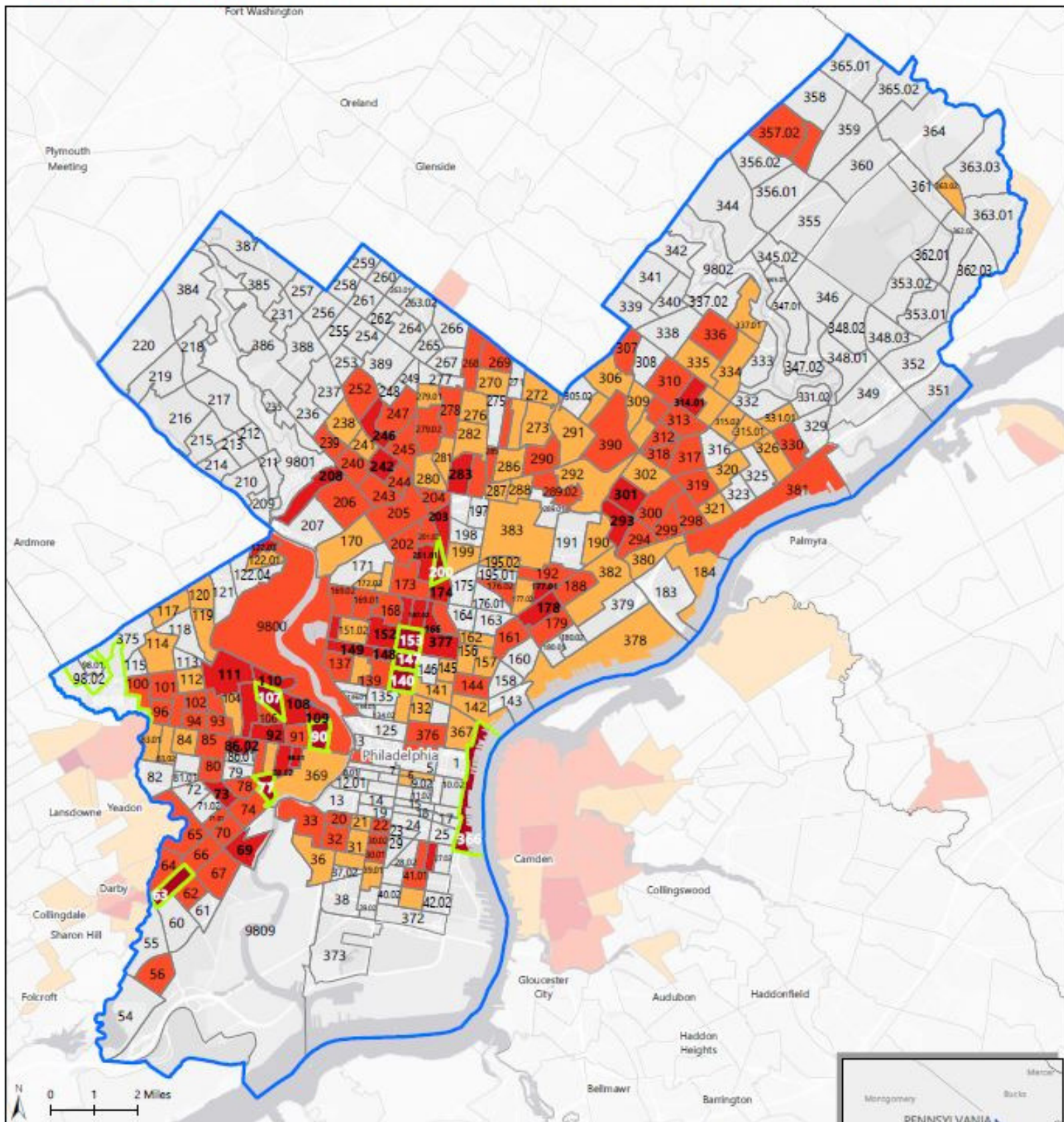
TACTICS

GOALS

NOTES

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HARD-TO-COUNT CENSUS TRACTS IN PHILADELPHIA COUNTY, PENNSYLVANIA



Hardest to Count (HTC)

Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map.



Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates are not applicable

Tracts with lowest mail return rate in Philadelphia County

For more details and additional information, please visit: <https://www.CensusHardtoCountMaps2020.us>

Thank you!

City of Philadelphia



Philly Counts