

MAC PROGRESS REPORT



Millennial Advisory Committee
CITY OF PHILADELPHIA

2017-2020



@PHLMILLENNIAL | CITY HALL, RM. 115



Millennial Advisory Committee

CITY OF PHILADELPHIA

THANK YOU FROM THE KENNEY ADMINISTRATION



Mayor Jim Kenney

James F. Kenney

"Millennials are a vibrant part of our city. Their input is critical to improving our communities, and their unique perspective helps to amplify the voice of those who have been excluded historically. They bring energy and passion to the table and contribute with creative solutions to the challenges that we face in local government."

We are deeply thankful for the work of the Millennial Advisory Committee, making our city a better place to live for all of us, regardless of our age, race, or background. Millennials are not tomorrow's leaders: they are today's leaders. Let's keep up the great work!"



Mayor's Office of Public Engagement

"The Millennial Advisory Committee has added such an incredible lens to the work of the Mayor's Commissions. It is so important to incorporate the voices of young adults who are creating businesses, raising families, buying homes, attending school, and adding so much to our vibrant city!"

The Office of Public Engagement is committed not only to supporting Millennials but ensuring that Philadelphia is a city that they are proud to call home."



Ajeenah Amir

Director

Mayor's Office of Public Engagement



Jeanette Bavwidinsi

Executive Director

Mayor's Office of Youth Engagement



Mayor's Office of Youth Engagement

"I am so incredibly honored to be able to work with & support the work of my peers in the Millennial Advisory Committee. They remind me every day that the largest generation since the Baby Boomers is not only great in number, but in commitment to seeing Philadelphia be a better city for all of its residents."

I remain in awe of their many abilities & willingness to serve. MAC - continue to inspire us all to do the most good."



Mayor's Office of Youth Engagement

WHO WE ARE.

The Mayor's Office of Youth Engagement (OYE) was created in 2017 to be a megaphone for the voice of young people in Philadelphia. We do this by creating original programming, providing policy recommendations, forging relevant partnerships, and elevating the awesome work of our city's youngest residents. OYE houses the *Philadelphia Youth Commission* & the *Millennial Advisory Committee*.

DEVELOPING LEADERS. ADVISING CITY GOVERNMENT. BRIDGING THE GAP.

THE PHILADELPHIA YOUTH COMMISSION (PYC)

The Philadelphia Youth Commission (PYC) is made up of 21 Commissioners ages 12-23. PYC works with City government, community organizations, nonprofits & private entities to improve the lives of Gen-Z Philadelphians by:

- Advising the Mayor, City Council, the Philadelphia School District, and other decision-makers on issues relating to young people
- Commenting on legislation & policies that impact youth
- Creating programs & public spaces for co-design & collaboration
- Monitoring & measuring the effectiveness of the City's youth-focused programs and policies
- Developing & maintaining relevant community partnerships to increase youth civic participation

THE MILLENNIAL ADVISORY COMMITTEE (MAC)

The Millennial Advisory Committee (MAC) serves as the voice of Philadelphia's millennial population within City government. We convene millennials from around the city to share resources and information in order to spark civic engagement. We advocate on behalf of millennials on issues relevant to our generation. In everything we do we amplify and center those who have historically been - and continue to be - excluded or oppressed by our social and economic systems, including but not limited to BIPOC; immigrants; women; and LGBTQ+ & gender non-conforming Philadelphia millennials.

A LETTER FROM OUR OUTGOING CHAIR



The first four years of the Millennial Advisory Committee have been an illuminating and impactful experience in the power of community engagement to spark change within municipal government. Since our founding in 2017, MAC has made it our mission to authentically engage our peers in the policy and process of local government in order to push forward the necessary changes that will allow our generation to thrive through adulthood.

We came to this work fully acknowledging that while we share similarities and have common experiences simply based on the time that we were raised, the millennial generation is as diverse as any other in the city. Millennials are not a monolith. In our first three years as we sought to address the financial future of our generation, tackle the realities of Philadelphia's changing neighborhoods, and advance the cause of social justice, we did so with nuance to every conversation and initiative.

When we took on the issues affecting the financial future of millennials, we highlighted the insurmountable and growing student debt for those graduating from two and four-year colleges and universities with the same fervor as the need to ensure our peers who enter the labor force right after high school or before have an equal ability to thrive.

When we talked about changing neighborhoods, we understood the need to be equitable in how we speak about and address the perspectives of millennials born and raised in gentrifying communities with those moving into newly-refurbished homes to put down roots in a city that we all love.

When it came to social justice, we provided space for our peers to speak about their own experiences with the criminal justice system rather than trying to speak for them.

As MAC prepared for 2020, an opportunity to galvanize our generation to make this the most civically-engaged year of our lives, we took all the work and learnings from the previous three years and sought to amplify the many complex issues affecting millennials as crucial reasons for us to be counted in the 2020 Census, as well as be heard at the ballot box.

Then 2020 hit all of us like a ton of bricks. Like most, we pivoted and adapted to a new way of living and thinking. Energized by the incredible activism of our peers, we strengthened our mission and vision statements and doubled down on the need to ensure our collective voices were heard by the people in power.

As anyone who does this for a living can tell you, authentic public engagement is challenging. We have had successes and failures. Our town halls became a signature opportunity for us to be creative in how we shared relevant content and sought feedback. Our attempts at neighborhood public meetings did not gain much traction (although I would implore the next iteration of MAC to continue to try!) However, no matter how large or small the crowd size, we have always understood the power of public engagement to build connection and collaboration, create channels of reciprocal communication, and ensure that people feel heard and their opinions respected. I believe that at every opportunity over the past four years this is what we have sought to do, and I trust that MAC will continue to make this the cornerstone of its mission in the future.

Nicole Allen White
MAC Chair (2017-2020)

2017-2019

WHERE WE'VE BEEN

Philadelphia's Millennial Advisory Committee (MAC) - comprising 21 members of the city's largest generational group - was formed in February 2017 to advise the Kenney Administration on policies and programs affecting millennials, and to connect our peers with ways to lead and shape the future of our communities. Mayor Jim Kenney charged the Committee to apply "passion and energy to causes that make Philadelphia a better place for all of us... to help us tackle the problems that we've faced for generations."

Initially focused on three policy areas - social justice, financial futures & neighborhood change - MAC engaged in research and outreach to raise awareness, spark engagement, and gather best practices to apply right here in Philadelphia. We organized events and annual town halls that touched on issues ranging from the re-entry journey of returning citizens from incarceration to destigmatizing immigration, exploring solutions to the unique financial challenges facing the city's millennial population, and working to create dialogue on the future of Philadelphia's neighborhoods.

Additionally, each year MAC launched ongoing campaigns to encourage Philadelphians to register to vote and make sure their voices are heard at the ballot box in every election.

Photo Credit: *Dave Rosenblum (Former MAC Member)*





Millennial Advisory Committee

CITY OF PHILADELPHIA

BLACK LIVES MATTER.

This rallying cry has reverberated again through the streets of Philadelphia throughout 2020, as people demand an end to systemic racism and police brutality. Black Lives Matter. The three words encapsulating the frustration, rage, fear, courage, and strength of those who refuse to allow our current reality to dictate what our future existence will be. The consciousness of thousands compelled them to march, to organize, and to speak out against a legacy of anti-blackness that continues to inflict violence on black people in our city and nation.

Philadelphia's Millennial Advisory Committee believes that the holistic health and wellness of Black lives are essential to the creation of a more just and equitable city.

We stand in solidarity with thousands of protestors who have uplifted the indisputable fact that Black Lives Matter. We firmly state that there can be no better Philadelphia without directly addressing the historic patterns of criminalization, disenfranchisement, and neglect that remain uninterrupted. We express deep gratitude for all those who have protested, put their bodies on the line, and organized in their own communities to spark necessary change in our city.

The change that we are collectively seeking will take sustained engagement of those who are most impacted by the oppressive systems that remain intact. Black Lives Matter is a current iteration of generational struggles that have been quieted with promises of reform with unsatisfactory follow through. These issues have been codified into laws and infused into our culture in ways that require intentional naming and intricate uprooting to remove. It will take the voices of the most vulnerable in our city to guide us to a beloved community where Black lives are not seen as disposable or invaluable.



Millennial Advisory Committee

CITY OF PHILADELPHIA

BLACK LIVES MATTER.

While we make this statement of support with hope for a better tomorrow, it is incumbent upon us to fully acknowledge a sad truth - to matter is not enough. Mattering falls short of the measure of dignity that we all are inherently born with. An enlarged vision will be required to ensure that Black children receive the educational resources they need to thrive in school. A reimagining will be adopted to protect Black youth from the violence that has permeated our streets. A shifting of priorities will be needed to ensure that Black people are not pushed out of their neighborhoods for profit. A sense of group accountability will be needed to ensure that Black people of all genders and sexual orientations can exist as themselves without threat of violence or discrimination. A commitment to the sanctity of life and community care will need to be embraced to take restorative and non-lethal approaches to mental health crises that require intervention.

We seek more than platitudes and hollow promises.

We understand that as the MAC we have a role in joining the multitude of change agents who have and continue to labor for home space. Our role in fighting against racial and systemic oppression begins with ourselves. We have been working internally to identify the ways we have been complicit. We will commit to continue to intentionally take on this work. We also commit to continuing to amplify the voices and lifting up the experiences of fellow millennials that have collectively stated "enough is enough." We are committed to creating opportunities for millennials to have their voices heard by Mayor Jim Kenney's administration and other city officials.

We know that a better Philadelphia is possible, if we do it together.

###

2020

WHERE WE ARE

Here's how in the midst of a turbulent year we continued to #Make2020Count for millennials in our city.

Recognizing that 2020 would bring a once-in-a-decade Census and a major presidential election, MAC declared that this year would be the most civically engaged twelve months ever for our generation in Philadelphia.

In January 2020, we partnered with the City's census team - Philly Counts - and City Commissioner Omar Sabir to host an information session on the census and the 2020 election cycle. Over 50 millennials gathered in City Hall to learn more about the election process and how City government was organizing in every community to ensure each Philadelphian was accurately represented in the census. Following the presentation, we broke into small groups to brainstorm and make commitments to take action.

Little did we know then what else was in store for our city, country, and world in 2020: a global pandemic the likes of which has not been seen in over a century, and a long overdue reckoning with racial injustice.

STATE OF PHILLY YOUTH EDUCATION

COVID-19 has disrupted lives in a myriad of ways. In Philadelphia, this pandemic has laid bare the inequities that have existed in our education system. In the "State of Philly Youth Education" 2020, moderator and equity practitioner, Sterling Grimes, takes us on a journey that touches on where we've been, what is currently happening, and where we can go with regard to youth education in Philadelphia. Panelists included:

State Representative Regina Bromell Young, PA-185

Marisa Craybas Shaaban, Community Activist

Alfredo Praticò, Chair - Philadelphia Youth Commission

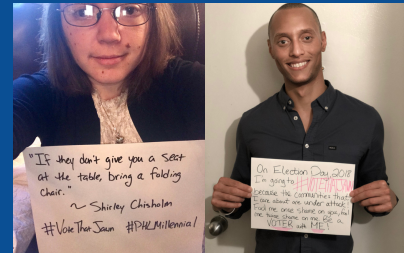
*Samantha Amelia López,
National Science Foundation's Robert F. Noyce Fellow in
STEM Education*

Thank you to our collaborators at Project Leading Youth for Tomorrow, the Mayor's Office of Public Engagement, UrbEd, the Philadelphia Youth Commission, Boys' Latin of Philadelphia Charter School, and videographer, Mathew Sutter.

GET OUT THE VOTE 2020

Since our founding, MAC has worked to encourage millennials across Philadelphia to exercise our right to vote in every single election - and 2020 was no exception.

Leading up to Pennsylvania's June primary election, we contacted over 500 Philadelphia millennials to make sure they were registered to vote - and ready to be counted in this year's census.



But we didn't stop there. Leading up to the November general election, we challenged our fellow Mayoral Commission's to text bank millennials with us ahead of October's voter registration deadline. In so doing, we reached another 500 of our peers with our call to action.



"I was proud to partner with the Millennial Advisory Committee throughout 2020 to get out the millennial vote. This year's election cycle was unprecedented; our city had to

quickly implement new systems and corresponding public messaging to effectively and efficiently conduct a presidential election in the midst of a once in a century pandemic. Proactive and dedicated partners like MAC helped us work to fulfill our mission of ensuring the voices of Philadelphians from all backgrounds were heard at the ballot box."

- Philadelphia City Commissioner, Omar Sabir



Pollworkers Event

On September 24th, MAC teamed up with the League of Women Voters, Young Involved Philadelphia, the City Commissioner, and Power to the Pools to host a virtual info session on what it means to be a poll worker. Over 150 people signed on to learn how to serve their community and democracy on election day as a Poll Worker.

THE 2020 CENSUS

Every 10 years, the United States Constitution requires a count of all residents. This information determines:

Representation in Congress

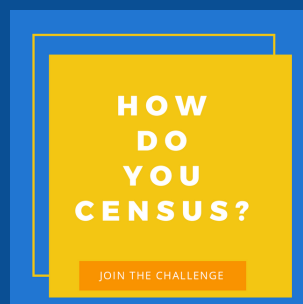
More than \$1.5 trillion in federal funding to states and communities.

Resources for job creation, housing, infrastructure & more.

In this way, the census significantly impacts the future of Philadelphia and our various communities. To #Make2020Count, MAC shared the importance of the census with our peers so that we could lend a hand in making #PhillyCount.

In May, during the Covid-19 pandemic in Philadelphia, MAC launched the virtual #HowDoYouCensus challenge to increase online awareness about the importance of an accurate census count.

In June, 50 millennials joined us for a virtual trivia game on the Census. The questions focused on the disregard for racial demographic data throughout the history of the United States, and the impact that has had on our most vulnerable communities.



"The City of Philadelphia truly benefits from the work of the creative and innovative thinkers who comprise the Millennial Advisory Committee. Philly Counts was grateful to work with MAC to ensure that millennials in every neighborhood of Philadelphia understood the importance of being counted in the 2020 Census. Partnerships like this one were critical in creating and promoting the right messaging to reach diverse audiences across the city."

- Gabriela Raczka

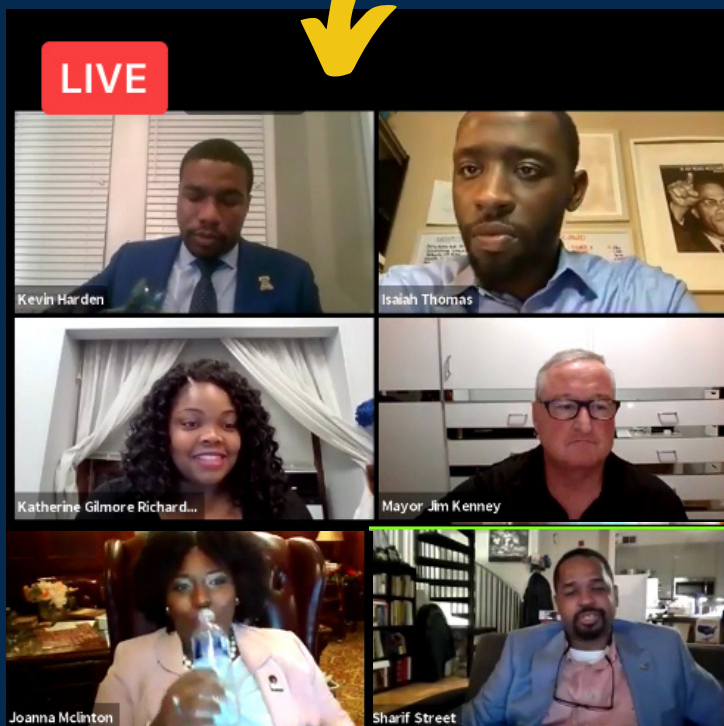
Engagement Manager, Philly Counts

2020 TOWNHALL ON POLICE REFORM

In the wake of the horrific murders of George Floyd, Breonna Taylor, Ahmaud Arbery, Tony McDade, and the many other unarmed black and brown men and women at the hands of the police - and the ensuing protests for racial justice -

MAC brought together nearly 5,000 millennials from across Philadelphia to take part in a virtual town hall focused on police reform in our city and across the commonwealth of Pennsylvania.

Participants spoke directly with decision makers and activists during the course of two panel discussions. Community advocate & lawyer Kevin Harden, Jr., led Philadelphia City Councilmembers Katherine Gilmore Richardson and Isaiah Thomas, State Senator Sharif Street, and State Representative Joanna McClinton through a discussion focused on the latest state and local legislative efforts.



2018 Gun Violence Town Hall Philadelphia Youth Commission

In response to the 2018 school shooting at Stoneman Douglas High School in Parkland, Florida, the Philadelphia Youth Commission and MAC organized a townhall on gun violence at South Philadelphia High School. Philadelphia City Councilman Kenyatta Johnson and State Representative Jordan Harris spoke about the state of gun control policy at the city and state levels, and participants then engaged in small group discussions about their own experiences with gun violence as Philadelphia students.

TOWNHALL ON POLICE REFORM

Mayor Jim Kenney and Police Commissioner Danielle Outlaw followed with activist Devren Washington and MAC's Nigel Charles about specific reform efforts within the Philadelphia Police Department.



Throughout the town hall, MAC highlighted the work of the Anti-Violence Partnership of Philadelphia (AVP), an organization dedicated to reducing the cycle of violence in our city. We encouraged participants to donate if they were able, and, not surprisingly, our generation stepped up yet again - raising over \$500 for this important cause in one night alone.

"On behalf of the Anti-Violence Partnership (AVP), I'm delighted and honored to learn that the Millennial Advisory Committee has chosen AVP as the chosen donor recipient for the Millennial Advisory Committee's Town Hall...I wanted to personally thank the Committee for considering and choosing us -- it means a lot to us."

- Natasha Danielá de Lima McGlynn, MPA

Interim Executive Director, Anti-Violence Partnership of Philadelphia

To learn more about AVP or to support the important work they do, visit www.avpphila.org.



2021

WHERE WE'RE GOING

As MAC looks ahead to 2021, we are excited to continue the tremendous momentum that the Committee has built with the engagement and support of millennials across Philadelphia and our key partners. We remain committed to serving as a convener of millennials and an advocate for our generation in the city.

To that end, in August 2020 the Committee adopted updated mission and vision statements that capture where we're going. We believe the work we did to come together as a Committee and chart our course for the future will fuel success in 2021 and beyond.

MISSION

MAC serves as the voice of Philadelphia's millennial population within City government. We convene millennials from around the city to share resources and information in order to spark civic engagement. We advocate on behalf of millennials on issues relevant to our generation. In everything we do we amplify and center those who have historically been - and continue to be - excluded or oppressed by our social and economic systems, including but not limited to BIPOC; immigrants; women; and LGBTQ+ & gender non-conforming Philadelphia millennials.

VISION

MAC envisions making Philadelphia an equitable, inclusive and just city - where all millennials have an equal voice in shaping our collective future, and are empowered to do so.

2021

WHERE WE'RE GOING



MAC intends to carry out these renewed mission and vision statements in the months and years to come, with actions including but not limited to the following:

CONVENE

MAC will continue to be a nimble organization that can react and effectively respond to the most pressing issues of the day for millennials, chiefly by convening for civic engagement and discussion.

- **What's Next?:** Hosting our next town hall in 2021 on the impact of the COVID-19 pandemic on millennials, and engaging elected officials on a responsive action plan.

ADVOCATE

With the ability to survey and collect data and utilize our close relationships with City government, MAC will advocate for issues most relevant to our constituency.

- **What's Next?:** MAC will create a policy agenda reflective of the values of Philadelphia's millennials and rooted in empirical data and community engagement

AMPLIFY

MAC will amplify and center the voices of those who have historically been - and continue to be - excluded or oppressed including, but not limited to BIPOC; immigrants; women; and LGBTQ+ and gender non-conforming Philadelphia millennials.

- **What's Next?:** Through our policy agenda, we will strive to create pathways for millennials to be more involved in leadership in City government. Further, as MAC recruits new membership, we will continue to ensure that the Committee is representative of all Philadelphia millennials.

NEW LEADERSHIP



JULIAN DOMANICO
CHAIR

"I encourage members to bring their full selves to MAC so they may passionately advocate for causes affecting our generation and the community at large. As we continue to serve as a connector and convener of Philadelphia millennials, we will leverage our collective strengths to affect the City in meaningful ways."



POOJA DINDIGAL
VICE CHAIR



COLLEEN SMITH
SECRETARY



Millennial Advisory Committee

CITY OF PHILADELPHIA

2020

Committee Members



**NICOLE ALLEN-
WHITE**



RAPHAEL CASTRO



NIGEL CHARLES



BIANCA CHUN



MICHELLE DELGADO



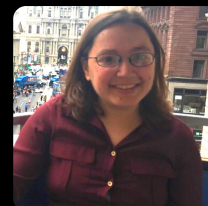
AMI DIALLO



POOJA DINDIGAL



JULIAN DOMANICO



MICHELLE FELDMAN



TERRELL GREEN



ANNA GREENWALD



CHARLES GRESS



AKBAR HOSSAIN



ASHLEY LEWIS



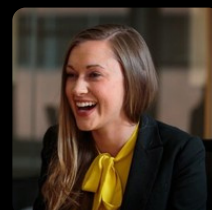
HALEY PILGRIM



DAVE ROSENBLUM



**PATRICK
SHERLOCK**



COLLEEN SMITH



ALONZO SOUTH



Millennial Advisory Committee

CITY OF PHILADELPHIA

2017-2019

Former Committee Members

Fatima Biag (2017-2019)
Dr. Brandi Baldwin (2017)
Aditi Dash (2018)
Alexis De La Rosa (2017)
Tierra Holmes (2017)
Pen Howell (2017-2019)
Joseph Lee (2017-2019)
Steve McFarland (2017)
Sebastian Ramirez (2017-2018)
Jasmine Sadat (2017)
Kyle Shenandoah (2017-2019)
Raymond Smeriglio (2017-2019)
Leah Tucker (2017)
Dafina Williams (2017-2019)

IN MEMORIAM



MAC Treasurer (2017-2019)

Photo Credit: Dave Rosenblum (Former MAC Member)

Kyle Shenandoah

1985-2019

The entire Millennial Advisory Committee continues to mourn the loss of our friend and colleague Kyle Shenandoah, who we tragically lost in 2019.

His passion and devotion to our mission, and his friendship, are sorely missed.

Our hearts continue to break for all of his family and friends.

"This is neither wish nor warning but fact, rooted in the physics of time and the biology of human cells. Millennials—born between 1981 and 1996 – are already the largest living generation and the largest age group in the workforce.

Their startups have revolutionized the economy, their tastes have shifted the culture, and their enormous appetite for social media has transformed human interaction. American politics is the next arena ripe for disruption.

Millennials are more racially diverse, more tuned in to the power of networks and systems, and more socially progressive than either Gen X or Baby Boomers on nearly every available metric.

The millennial wave is coming: the only questions are when and how fast it will arrive."

- Charlotte Alter, TIME Magazine