

2021



PHL 
Millennial



Millennial Advisory Committee
CITY OF PHILADELPHIA

 **MAC**
PROGRESS
 **REPORT**



PHOTO CREDIT: ALBERT LEE  @URPHILLYPAL

"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**



Mayor's Office of Youth Engagement

DEVELOPING LEADERS. ADVISING CITY GOVERNMENT. BRIDGING THE GAP.

WHO WE ARE.

THE MAYOR'S OFFICE OF YOUTH ENGAGEMENT (OYE)

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* and the *Millennial Advisory Committee*.

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 and private entities to improve the lives of Gen-Z Philadelphians by:

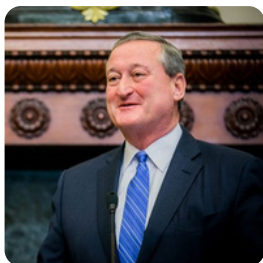
- Advising the Mayor, City Council, the Philadelphia School District, and other decision-makers on issues relating to young people
- Commenting on legislation and policies that impact youth
- Creating programs and public spaces for co-design & collaboration
- Monitoring and measuring the effectiveness of the City's youth-focused programs and policies
- Developing and 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+ and gender non-conforming Philadelphia millennials.



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

"I am extremely proud of the work of the Millennial Advisory Committee. They led with bravery, curiosity and consistency – all to make a difference for their generation in our city. Their engagement across City agencies and departments to lift up issues related to violence prevention, police reform and housing security have not gone unnoticed."

The Office of Public Engagement looks forward to partnering with the MAC again in 2022 to ensure that their efforts are elevated and that collectively we are making government inclusive and accessible for all."



Romana Lee-Akiyama

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 and 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 and willingness to serve. MAC - continue to inspire us all to do the most good."



CHAIR'S ADDRESS

JULIAN DOMANICO, 2021



None of us are unchanged from the events of 2020 and 2021, and the members of the *Millennial Advisory Committee* (MAC) are no exception. If this year taught us nothing else, it's that we are stronger unified in a common thread of support for one another than we are toughing it out alone. I feel privileged to have been surrounded by inspiring, diligent, and dedicated young people since MAC's founding in 2017. Working alongside so many partners and friends on and off MAC over the last five years has been a deeply moving and eye-opening experience.

MAC helped me grow up as a leader and find my voice when I had for so long left it ignored. My advice to current and future MAC and community members: Lean into what makes you unique and believe in your own vision whether or not you're externally validated. Then, back it up by putting in the work, consistently.

I am deeply humbled and grateful for the opportunity MAC gave me to build something unique internally within this organization - so we could advocate more effectively for young people who are often left unheard or marginalized. As Philadelphia collectively navigated violence, the second year of a deadly pandemic, and social justice challenges, high expectations were placed on us all - especially young Philadelphians - for 2021 to be a reset from the year prior.

By remaining steadfast in our belief in the value of community and dedicated to lifting up our fellow young Philadelphians, MAC realized our vision to be increasingly visible and proactive in our advocacy. We partnered with numerous elected officials, organizations, and individuals to extend our reach and better support one another's work.



CHAIR'S ADDRESS

JULIAN DOMANICO, 2021

Although there is much more work to be done to make Philadelphia an inclusive, equal, and intentionally equitable city, I am proud of our commitment to the City of Brotherly Love, Sisterly Affection, and Sibling Compassion. As we created spaces for gratitude; organized jobs and resources fairs; spearheaded first-of-its-kind Juneteenth events in North Philadelphia; crafted legislative spotlights; or helped young people to get involved with their registered community organizations (RCOs) - we centered all that we did on giving back to the generations to come.

As we come together to mark this year of resilience, I am confident that - as millennial Philadelphians take on greater leadership roles - innovative solutions will emerge for the benefit of others. Together, young Philadelphians and the organizations that work alongside us will collectively face the issues of the present moment and continue to honor one another's unique contributions.

Thank you for this opportunity to do something good for the benefit of others throughout 2021, and during my entire tenure on the Millennial Advisory Committee since 2017.

IN SOLIDARITY,

Julian Domanico

JULIAN DOMANICO
2021 CHAIRPERSON

2021

WHERE WE ARE.

ANTI-VIOLENCE INITIATIVES

Operation Innovation was a space created to challenge Gen-Z and Millennial residents to reimagine existing frameworks to bring fresh perspectives to the government using a co-design model and provide themselves and their peers with tools to manage their communities.

Conversations between the Philadelphia Police Department (PPD) and the Mayor's Office of Youth Engagement (OYE) led to utilizing this space collaboratively in an effort to engage youth around reform work and an urgent need to address public safety. The first iteration: a partnership between OYE, PPD, the Innovation Lab, the Philadelphia Youth Commission (PYC) and the Millennial Advisory Committee (MAC).

Session 1: The Strategy Session

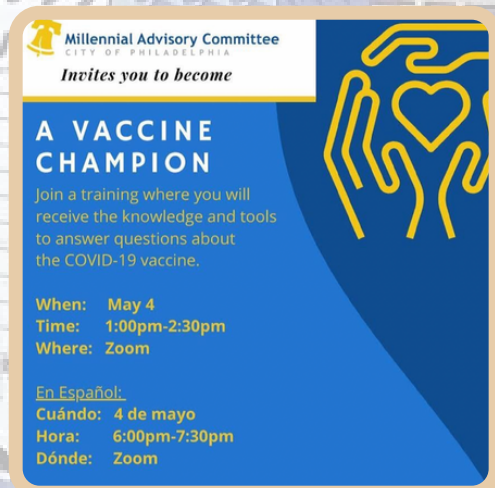
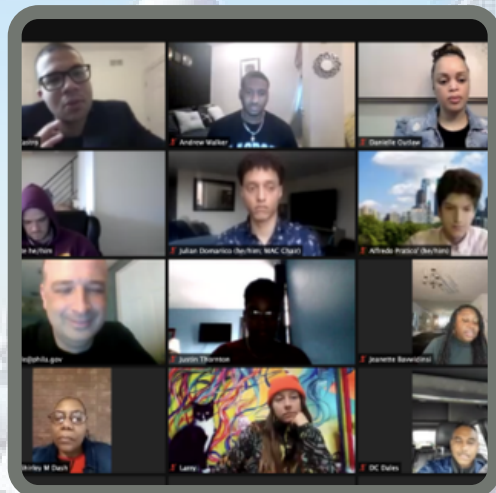
Attendees worked alongside OYE, PYC, MAC and representatives from PPD to conceptualize modern solutions for public service. There was a Q&A with police officers and breakout rooms where small groups answered prompts. The work was documented by members of MAC and PYC - and suggestions/takeaways were submitted to PPD's Community Relations Team (who were also present).

Session 2: The Fireside Chat

An intimate conversation with Police Commissioner Danielle Outlaw. Commissioner Outlaw discussed the action items put forward in Operation Innovation: Session 1, and answered questions in real-time.

COVID-19 & VACCINE EDUCATION

- **IG Live:** Q&A with Dr. Ala Stanford of *Black Doctors Consortium* (BDC)
- Pop-Up Vaccination Clinic at the PHLYouth Summer Career Fest
- Hosted a #PhillyCounts Vaccine Champions Training for Millennial residents



2021

WHERE WE ARE.

GOTV (GET OUT THE VOTE)

Since every year is an election year, our Get Out the Vote (GOTV) Committee took a “No Off-year Elections” approach to MAC’s first IG GOTV Campaign of 2021.

One pillar of our GOTV strategy was a multi-week social media campaign that was implemented in the weeks leading up to both the municipal primary and general elections. Content was centered on non-partisan voter information including: voter registration + mail-in-ballot processes and deadlines, positions up for election, and the importance of voting in the 2021.

As part of our online strategy, we facilitated two Instagram Live streaming events:

2021 Election: What’s at Stake for our City?

(A conversation with the Office of the City Commissioners)

- Election overview
- Candidates
- Ballot questions
- Mail-In ballots/voting by mail

Your Voice. Your Vote. Your Right.

(A conversation with ACLU PA)

- Impact of state and local judges on the everyday life of citizens
- ACLU PA’s work & current initiatives
- Opportunities to get involved with ACLU PA
- Handling polling place issues/concerns on Election Day
- Summary of voter suppression actions at the state level and its impact

Although COVID-19 made in-person activities more difficult, the GOTV Committee created voter activation opportunities via a *Day of Action*. During these events, MAC partnered with NEXT Philadelphia, the Millennial cohort of *Urban League of Philadelphia*, to register voters and inform citizens in Love Park, Center City, and University City of the upcoming election.

Saturday | October 16, 2021, 12pm-7pm

Citizens engaged: 105 | Voters registered: 67



2021

WHERE WE ARE.

GOTV (GET OUT THE VOTE)

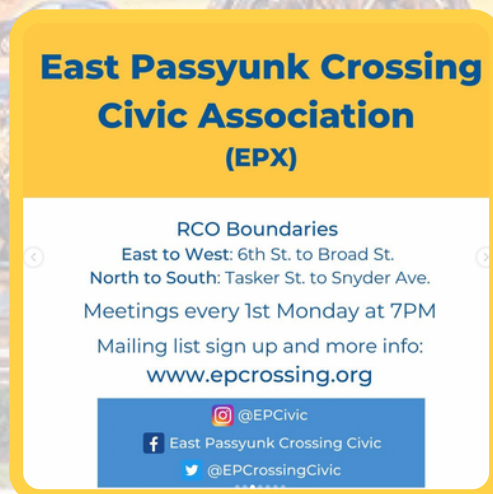
The GOTV Committee's primary community engagement action was MAC's inaugural *Juneteenth Community Festival* which was held on June 19, 2021 at the MLK Recreation Center in North Philadelphia.

MAC in partnership with 100.3 WRNB FM and *Philly Startup Leaders*, convened community members in a sign of power building, rooted in the cultural significance of the holiday. The evening allowed people from across Philadelphia to connect with non-profits providing community resources, support local black businesses vending their products, and engaging each other in a variety of games, dances, and activities. The program included poets, storytellers, a dance show, and a history lesson for all in attendance.

COMMUNITY ENGAGEMENT

In 2021, MAC's Community Engagement Committee made achievements in a number of initiatives, including collaborative work with other pods on events; embarking on a new social media campaign, and found new leadership in Maura Jarvis, who maintains a career in Community Outreach with the City of Philadelphia. The Community Engagement Committee enjoyed success with the External Affairs and GOTV pods, assisting with the planning and execution of the PHL Youth Summer Career Fest and Juneteenth Community Festival events.

Additionally, Community Engagement oversaw the distribution of promotional materials to notify residents and participated in social media promotion prior to and at the aforementioned events. In the Fall, Community Engagement developed a social media plan to highlight Registered Community Organizations (RCOs) in the city; conducting outreach to various RCOs and creating informative content with the goal of raising Millennial awareness about these organizations with specific calls to action.



Kensington Neighborhood Association

RCO Boundaries

East to West: Kensington Ave. to Front St.
North to South: Allegheny Ave. to Lehigh Ave.

Meetings every 1st Thursday at 6:30PM

Find more info and connect with
Kensington neighbors on social media:



@KensingtonNeighbors



Kensington Neighbors Association

2021

WHERE WE ARE.

COMMUNITY ENGAGEMENT

The campaign has garnered much attention from residents and community groups alike, even the Crosstown Coalition of RCOs and presents an opportunity to further connect with organizations doing the necessary work to support our neighborhood communities. Community Engagement looks forward to the continued success of this campaign as 2021 comes to a close and we enter 2022.

EXTERNAL AFFAIRS

The External Affairs Committee of MAC works to attract, cultivate, and sustain partnerships with Philadelphia's millennial community and institutions. The purposes of External Affairs' relationship-building activities are to ensure MAC has the resources and partnerships to achieve its intended impact while maintaining a commitment to MAC's mission. In 2021, we have pursued activities to strengthen our internal capacity for creating and sustaining partnerships. For example, we built a MAC partner database to help ensure that partnerships are sustained across multiple years and committee member transitions. External Affairs is also working with the Mayor's Fund to create mechanisms for MAC to raise funds for higher impact programming in 2022.

External Affairs has also collaborated with City agencies and nonprofits to deepen millennials' civic engagement. For example, MAC is participating in the Re-Imagine Philadelphia Steering Committee, to advise the City Planning Commission about effective ways to engage millennials as part of the Philadelphia 2035 comprehensive plan. External Affairs' work in 2021 culminated with an end-of-year celebration in collaboration with the Mayor's Office of Youth Engagement and the Philadelphia Youth Commission to spotlight and celebrate organizations committed to youth development and social justice. By creating a space for celebration and gratitude, we are setting the stage for robust partnerships in 2022.



2021

WHERE WE ARE.

RESOURCE SHARING/COMMUNITY CONVENING

PHLYouth Summer Career Fest

The Mayor's Office of Youth Engagement, the Millennial Advisory, and the Philadelphia Youth Commission partnered to produce safe and socially-distanced Gen-Z/Millennial jobs and resource fair geared toward providing much-needed opportunities for the city's youngest residents.

- **IG Live:** *Mina Say What* from 100.3 WRNB, Maura Jarvis (MAC), and Ramier Jones (PYC)

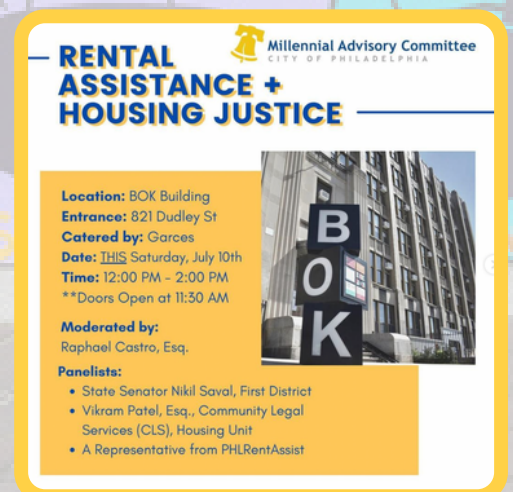
End of Year Celebration

The Mayor's Office of Youth Engagement, the Millennial Advisory Committee, and the Philadelphia Youth Commission were excited to host the *End of Year Celebration* where we elevated the incredible work of our city's youth-led and youth-serving organizations. We used this occasion to spotlight community organizations, programs, and individuals who are doing important work to advance social justice initiatives, decrease violence, create safe spaces, and elevate the immense talent and genius of our city's youngest residents.

LEGISLATIVE AFFAIRS

Throughout 2021 the Legislative Affairs Committee focused on highlighting legislation that was moving through Philadelphia City Council. Their goal was to get millennials more civically engaged by alerting them to what potential or signed laws would affect our collective futures. In particular, we highlighted "An Alternative to Rental Security Deposits", "Police Oversight Commission: The Future of Philly Police Accountability", and "Driving Equity Bill."

Moreover, the Legislative Affairs Committee hosted the *Rental Assistance + Housing Justice* community conversation at The Bok Building. The panel, moderated by Raphael Castro, consisted of PA Senator of the First District Nikil Saval, Community Legal Services housing attorney Vikram Patel, and the City of Philadelphia's PHL Rent Assistance Program Manager, Kevin Cruz.





Millennial Advisory Committee

JOIN THE MILLENNIAL ADVISORY COMMITTEE

MAC is recruiting for our:

- Vice Chair
- Director of Pop Up Events
- Director of Communications
- Deputy of Alumni Engagement



Apply through May 30, 2021
Link In Bio!

2021 WHERE WE ARE.

COMMUNICATIONS AND CONTENT STRATEGY

In the beginning of 2021, a communications strategy was created to help guide and support MAC operations. The plan included target audiences, a plan matrix, and evaluation measures.

We grew our Instagram account an average 20 followers a month. This year we created more original content as well as provided live social media support at all MAC events. In addition to sharing events and resources sponsored by other City departments. Two unique social media campaigns were created in 2021 and continue throughout the new year: Highlighting millennial city employees and Registered Community Organizations.

We developed a Medium.com account to engage more Philadelphia Millennials. There were three blog posts showcased on the site including, a welcome from the chair, 'An Alternative to Rental Security Deposits' and 'Police Oversight Commission: The Future of Philly Police Accountability'.

LGBTQIA RIGHTS

are **CIVIL RIGHTS!**
HUMAN RIGHTS!

Thursday, Sept. 30, 6pm
via Instagram Live

Join Sen. Steve Santarsiero, Sen. Nikil Saval,
and the Millennial Advisory Committee for
an important discussion on how we enshrine
the rights of ALL Pennsylvanians.



LIVE



Millennial Advisory Committee

IMPORTANT DATES

May 3rd

Last day to register
before primary

May 11th

Last day to apply for
mail-in/absentee ballot

May 18th

Last day to receive voted
mail-in/absentee ballots

@PHLMILLENNIAL



Police Oversight Commission:

The Future of Philly Police Accountability



Millennial
Advisory
Committee



NEW LEADERSHIP

WALLACE Q. WEAVER, 2022

WALLACE WEAVER
2022 CHAIRPERSON



Since our inception in 2017, the Millennial Advisory Committee (MAC) exists as a body that calls the City of Philadelphia to be more equitable, just, and inclusive; because we as emerging leaders within our city strive to be that ourselves. When I joined MAC, our city faced an unprecedented set of challenges.

Civil unrest arose as community members demanded accountability for systemic injustice. Gun violence tore at the very heart of our communities. Economic upheaval affected businesses and families, coupled with the socio-emotional trauma that came with navigating a global pandemic.

In the face of all this, the members of MAC combined their creative energies and pressed on to meet these challenges head on, committed to being a voice for young Philadelphians and to serve as their liaison to city government and community resources. Our generation has come to hold a larger stake in the real-time and the future of Philadelphia as civic and business leaders, taxpayers, homeowners, and community members.

Our unique perspective and experience as millennials remain an invaluable asset to the Mayor's Office. By design, MAC helps bridge the gap between City Hall and its citizens. As we continue into 2022, MAC's position within our city proves all the more vital; as a body that has capacity to build grassroots power and access grassroots resources and influence.



NEW LEADERSHIP

WALLACE Q. WEAVER, 2022

Our collective power will always outperform our capacity to act alone. That is why we must continue the work of bringing others together to align to our common goal of making Philadelphia a better city for all of us. In order to properly live up to our mission as an advisory body within the Mayor's Office, it is imperative that we continue to be outward-facing and outward reaching in our approach. In the coming year, our priority is to listen and respond to the diverse perspective of millennials across the city and amplify their voice to City government.

I am humbled to have the opportunity to serve as the newly elected Chair of the Millennial Advisory Committee. I am grateful to accept the mantle of leadership from my predecessor, who leaves MAC in a position of strength and with an opportunity to grow our impact.

In the last five years, we have done so much, but now we must ask ourselves one simple but profound question, where do we go from here?

I cannot answer this question on my own, nor predict what new challenges this year might bring. I am; however, certain of this — the Millennial Advisory Committee holds firm to founding values and is committed to walking in our collective power.

YOURS IN THE MARCH TOWARDS PROGRESS,

Wallace Q. Weaver

WALLACE Q. WEAVER
2022 CHAIRPERSON



2022-2023 VISION CASTING

As stated by our newly elected Chair, our vision for 2022-2023 is to *listen and respond* to the diverse perspective of millennials across the city. Operationally, this means we must grow in capacity to exercise power, defined as follows:

1. Relational Power: *Power through connection.*

- Collaborate with policy experts to identify opportunities for MAC to build and support their work
- Engage more leaders and decision makers from within city government, as well as the private and non-profit sector

2. Relational Power: *Amplifying underrepresented voices and empowering others to do the same.*

- Giving public testimony and training other citizens to do so
- Expanding MAC policy prescriptions and publishing them for the community

3. Developmental Power: *Growing individually and collectively through meaningful professional development opportunities.*

- Leveraging skill sets and knowledge from within MAC
- Finding opportunities to learn from thought leaders across the city
- Bringing access to professional development to millennials outside of MAC

4. Actionable Power: *Implementing dynamic ways to take action on mission aligned issues and empowering others to do the same.*

- Facilitating town halls, and similar community feedback forums
- Continued GOTV initiatives to promote civic engagement, especially within historically disenfranchised neighborhoods
- Implement grassroots strategies to drive community engagement





Millennial Advisory Committee

CITY OF PHILADELPHIA

WHO WE ARE.

MAC COMMITTEE MEMBERS



ASHLEY ANYU | DEPUTY DIRECTOR, EVENTS

"Be content with what you have; rejoice in the way things are. When you realize there is nothing lacking, the whole world belongs to you."

- Lao Tzu



JEANETTE BAVWIDINSI | EXECUTIVE DIRECTOR, MAYOR'S OFFICE OF YOUTH ENGAGEMENT

"Our deepest fear is no that we are inadequate. Our deepest fear is that we are powerful beyond measure."

- Marianne Williamson



RAPHAEL CASTRO | DIRECTOR, LEGISLATIVE AFFAIRS

"Be humble. Stop asking for permission and give notice for greatness."



MICHELLE DELGADO | DEPUTY DIRECTOR, COMMUNITY ENGAGEMENT

"The best advice I have received has not been gifted to me in the form of language. When I reflect on the many mentors and inspirations that have shaped me throughout my adult life, the people that taught me to think critically and helped me grow, it is not because they passed down wisdom through words. The wisdom they shared is in their actions."

Their ability to show up and listen, the genuine care and connection, and the positive energy they provided for me feel like the best advice I have received. More than words, this is something that can be modeled, embodied, and practiced."



Millennial Advisory Committee

CITY OF PHILADELPHIA

WHO WE ARE.

MAC COMMITTEE MEMBERS



JULIAN DOMANICO | CHAIR (2021)

"Authenticity is not something we have or don't have. It's a practice – a conscious choice of how we want to live. Authenticity is a collection of choices that we have to make every day. It's about the choice to show up and be real. The choice to be honest. The choice to let our truest selves be seen."



JEANETTE ELSTEIN | DIRECTOR, EXTERNAL AFFAIRS

"You fail at 100% of the things you don't try."



ANNA GREENWALD | DEPUTY DIRECTOR, RECRUITMENT

*"You don't have to save the world to change the world."
- Dad*



MAURA JARVIS | DIRECTOR, COMMUNITY ENGAGEMENT

"Always send a Thank You note; express gratitude for even the smallest opportunities."



CHRISTOPHER LIN | DEPUTY DIRECTOR, LEGISLATIVE AFFAIRS

*"Just because something is legal doesn't mean it's right."
- Witold "Vic" Walczak, Legal Director - ACLU PA*



Millennial Advisory Committee

CITY OF PHILADELPHIA

WHO WE ARE.

MAC COMMITTEE MEMBERS



SIAH MCCABE | DEPUTY DIRECTOR, GOTV

"The best piece of advice I have received has come from different mentors shared in different ways, and I have seen it manifest throughout my life in a variety of ways as well. 'When you move [through life] genuinely and authentically, people will notice and want to connect with you, people will notice and want to work with you, people will notice and what is for you will remain for you.' "



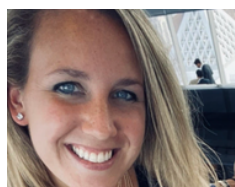
HALEY PILGRIM | DIRECTOR, EVENTS (ALUMNI)

" You don't have to like your job, you just have to have fun while you're there."



MIKE SANFORD | DEPUTY DIRECTOR, EXTERNAL AFFAIRS

"The best piece of advice I've gotten was from one of my mentors, Michael Karloutsos, almost 20 years ago. He said to me, 'Never stop learning, ever. The moment you stop learning is the moment you cease to exist.' I have carried that with me ever since then and has been a driving force in my work as an educator and school leader."



DANA SEDLIK | DIRECTOR, RECRUITMENT

"Do it now, sometimes later becomes never."



Millennial Advisory Committee

CITY OF PHILADELPHIA

WHO WE ARE.

MAC COMMITTEE MEMBERS



COLLEEN SMITH | SECRETARY

"It's not what you know, it's who you know."



IMANI STEWART-JACKSON | DEPUTY DIRECTOR, COMMUNICATIONS AND CONTENT STRATEGY

"The best advice I have received is to fail forward and fail fast. That means to lean into mistakes, mishaps and failures. As long as you learn something from a failure it will be a launching pad for your next phase in life. Keep your eye on the prize."



WALLACE Q. WEAVER | DIRECTOR, GOTV (2021) AND CHAIR (2022)

"There are two ideas from civil rights giants that have always carried me. First are the words of Dr. King who said, 'There are certain things in our nation and this world which I am proud to be maladjusted.' The second comes from Margaret Mead who said 'Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.' These two ideas put together give us a recipe for power."

PHOTO CREDIT: ALBERT LEE  @URPHILLYPAL



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