



# Philly Counts 2020



# Complete Count Committee

In January of 2019, Mayor Kenney signed an Executive Order establishing the Philly Counts office and the Complete Count Committee, along with 19 subcommittees.

Aging

African American

African & Caribbean

Asian American

Census Jobs

Civic Engagement

Corporations & Philanthropy

Elected Officials

Children & Youth

Higher Education

Homeless & Public Housing

Immigrant & LEP

Interfaith

Labor

Latinx

LGBTQ+

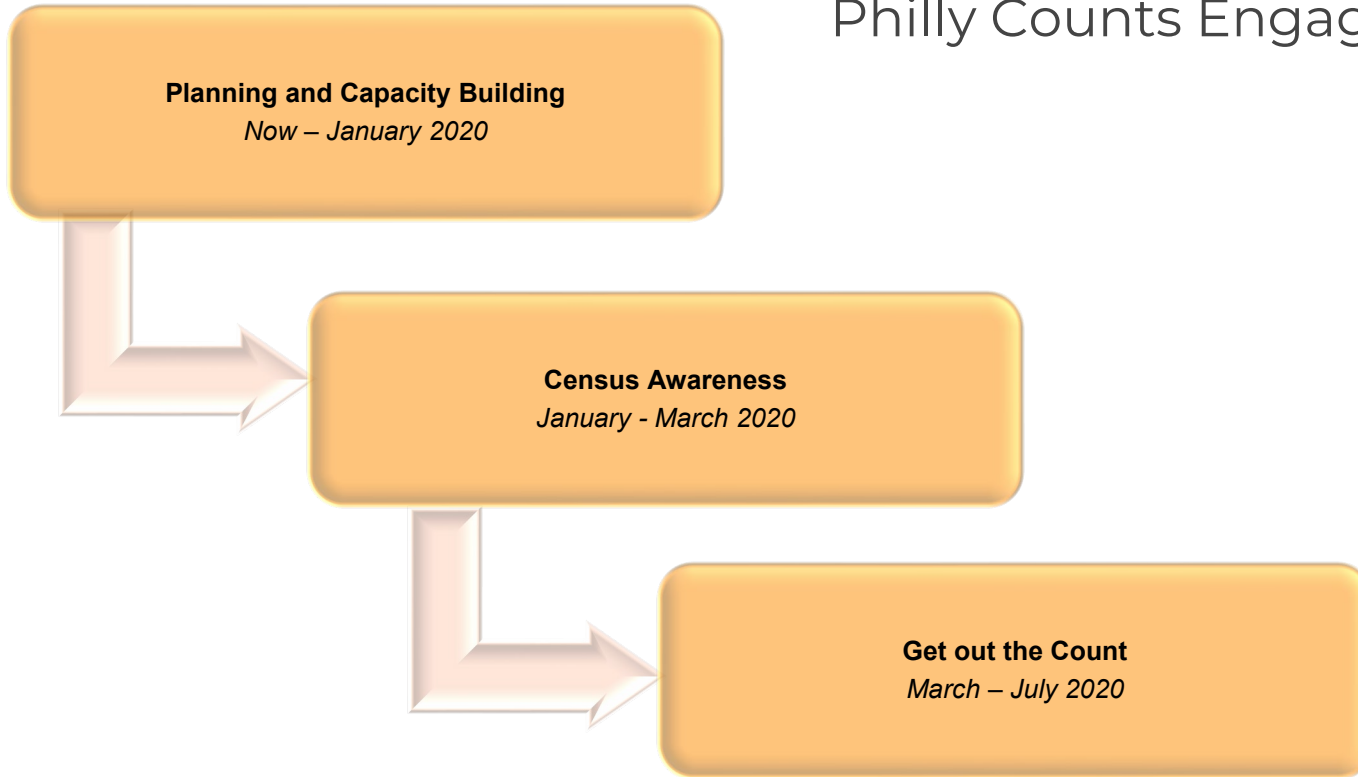
Municipal

Neighborhood Business

Nonprofits & CBO's




# Philly Counts Engagement Plan






# Planning and Capacity Building

- Formation of Complete Count Committee and all subcommittees
  - Planning sessions in August and September
  - Identify and train volunteer leaders
  - Community planning meetings
  - Identification of key resources
  - Job fairs
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## Census Awareness

- Earned media events
  - Letters to the editor and OpEds
  - Community Events
  - Commit to census cards
  - Social media campaign
  - Information sessions
  - Flyers and posters
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## Get out the Count

- Community Action Days
  - Neighbor to Neighbor Outreach
  - Digital Census Centers
  - Community Events
  - Rapid Response Actions
  - Earned Media
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