



Lancaster Avenue 21<sup>st</sup> Century Business Association CDC is a grantee of Philly Counts 2020 Action Fund, a partnership of Philly Counts 2020 and Philanthropy Network Greater Philadelphia for the Census 2020.

# Why is the Census important?

Census 2020 is so much more than just a head count. Its results will impact Philadelphia and West Philadelphia for the next **ten years**.





# What areas of Philadelphia lagged in returning Census 2010 questionnaires?

- Residents in areas considered hard-to-count often include those in poverty, minorities, and immigrants like our zip code of **19104**.
- **West Philadelphia** had the fewest shares of residents who mailed back their Census 2010 forms, according to census data.
- Fewer than half of the roughly 46% — mailed in their 2010 Census questionnaires, making it one of the hardest to count in the country.
- About 45% of the households live in poverty in West Philadelphia and about 85% are renters, two groups the Census Bureau has identified as less likely to return their census forms.
- It's also an area where many college students live. College students' presence tends to drive down response rates.

# An undercount would impact neighborhood programs:



- Every person not counted in the Census is a loss of **\$21,000 over ten years**.



- Communities in need should get the resources they deserve.



- Being counted in the Census enables us to have political representation.
- We must hold on to the representation we currently have.



# What LA21 CDC is doing to support Philly Counts:

- Digital Literacy at LA-ERIC and one-on-one at homes
- Workshops at Senior Centers and Senior housing communities in partnership with the Philadelphia Housing Authority
- Open LA-ERIC for community members who do not have computers at home
- Neighbor-to-Neighbor outreach
- Job Fair for Census takers
- Monthly Community outreach events
- Passing out Census flyers
- Collecting commitment Census return pledges