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