

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON LAW AND GOVERNMENT

Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, October 22, 2019
10:12 a.m.

PRESENT:

COUNCILMAN WILLIAM K. GREENLEE, CHAIR
COUNCIL PRESIDENT DARRELL L. CLARKE
COUNCILMAN DEREK S. GREEN
COUNCILWOMAN HELEN GYM
COUNCILMAN CURTIS JONES, JR.
COUNCILMAN DAVID OH
COUNCILWOMAN MARIA D. QUINONES-SANCHEZ

BILL 190607 - An ordinance amending Chapter 9-1100 of The Philadelphia Code, entitled "Fair Practices Ordinance: Protections Against Unlawful Discrimination," amending Chapter 9-4100, entitled "Promoting Healthy Families and Workplaces"...

RESOLUTION 180316 - Resolution authorizing the Committee on Law and Government to hold hearings on the Dicennial 2020 Census.

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2 COUNCILMAN GREENLEE: Good
3 morning, everybody. Thank you. This is
4 the Committee on Law and Government. We
5 have attained a quorum with Vice Chair
6 Councilman Green, Councilwoman Sanchez
7 appointed to the Committee this morning,
8 and Council President Clarke.

9 Ms. Marconi, will you please
10 read the title of the bill before us
11 today, please.

12 THE CLERK: Bill No. 190607, an
13 ordinance amending Chapter 9-1100 of The
14 Philadelphia Code, entitled "Fair
15 Practice Ordinance: Protections Against
16 Unlawful Discrimination," amending
17 Chapter 9-4100, entitled "Promoting
18 Healthy Families and Workplaces," and
19 adding a new Chapter, entitled
20 "Protections for Domestic Workers," all
21 to provide protections for domestic
22 workers and to establish remedial and
23 enforcement provisions, all under certain
24 terms and conditions.

25 COUNCILMAN GREENLEE: Thank

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2 you.

3 And I guess I should have
4 mentioned my name. I'm Bill Greenlee.

5 Ms. Marconi, please announce
6 the first witness, please.

7 THE CLERK: Amanda Shimko,
8 Manager, Office of Benefits and Wage
9 Compliance, Mayor's Office of Labor.

10 (Witness approached witness
11 table.)

12 COUNCILMAN GREENLEE: And while
13 Ms. Shimko is coming forward, just for
14 everybody, most of you we have your
15 written testimony, those of who you have
16 asked to testify. In fairness, most of
17 it is not that long, but we'd appreciate,
18 because we're already running behind a
19 little bit and we have another resolution
20 to take up through this Committee and
21 then we have a whole other committee
22 hearing after that. So if you have
23 written testimony, the full testimony
24 will be made part of the record, and if
25 you could summarize that, that would be

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2 to everybody's advantage. We appreciate
3 it.

4 Before you testify,
5 Councilwoman Sanchez.

6 COUNCILWOMAN SANCHEZ: Thank
7 you.

8 Good morning, and I want to
9 thank the members of the Committee on Law
10 and Government. This spring we began a
11 public discussion about domestic workers
12 in the City of Philadelphia. I want to
13 thank the Pennsylvania Domestic Workers
14 Alliance, Community Legal Services, the
15 Law Department, and the Administration
16 represented by Amanda, who you will hear
17 from.

18 What we're attempting to do is
19 set in motion an important process, a
20 process where workers and the employers
21 and the workers can sit at a table and we
22 can begin to educate folks around the
23 value of this particular sector in our
24 society.

25 I want to thank the

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2 Administration and the Department of
3 Labor who worked with us through the
4 summer as we attempted to not only pass
5 legislation, but operationalize it in a
6 way that could provide massive education
7 and information to all those involved.

8 So I look forward to this
9 public conversation. I look forward to
10 passing this bill. And, more
11 importantly, I look forward to working
12 with employers and the workers in this
13 industry as we provide them with more
14 money obviously being important, but
15 workforce protections and really elevate
16 this sector in the City of Philadelphia.
17 So thank you to all those who have
18 participated.

19 (Applause.)

20 COUNCILMAN GREENLEE: And,
21 Councilwoman, kudos to you for the
22 leadership you've provided in this. This
23 is obviously an important issue.

24 Ms. Shimko, just one second. I
25 understand we're setting something up

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2 for -- are we done?

3 MS. KLIGERMAN: One second.

4 COUNCILMAN GREENLEE: Okay.

5 One second is up. No. I'm sorry.

6 Okay? Are we ready?

7 MS. KLIGERMAN: Give us a

8 second.

9 (Pause.)

10 COUNCILMAN GREENLEE: Okay.

11 All right.

12 Ms. Shimko, please. Please
13 identify yourself and proceed.

14 MS. SHIMKO: Good morning,
15 members of the Committee on Law and
16 Government. I'm Amanda Shimko, the
17 Manager of the Office of Benefits and
18 Wage Compliance in the Mayor's Office of
19 Labor. I'm here today representing the
20 Administration. I'd first like to
21 acknowledge all of the hard work that
22 went into crafting these amendments by
23 Councilmember Quinones-Sanchez and her
24 staff, also the City Law Department,
25 Community Legal Services, the

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2 Pennsylvania Domestic Workers Alliance,
3 the National Domestic Workers Alliance,
4 and the many domestic workers who met
5 weekly for nearly two hours for three
6 months. This legislation reflects real
7 input from the workers who need these
8 protections, as well as valuable guidance
9 from the groups who work every day to
10 help workers in the City, state, and
11 nationally. We are impressed by the work
12 that went into this bill and support it
13 in its amended form.

14 Bill No. 190607 will provide
15 the necessary protections to workers in
16 this city who are doing the very
17 important work of caring for our
18 children, our sick, our elderly, and the
19 hard work of tending to our homes. For
20 far too long, this group of workers has
21 been left behind and even carved out of
22 labor protections. The proposed
23 legislation will change that in
24 Philadelphia.

25 As amended, Bill No. 190607

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2 will provide basic protections that all
3 domestic workers deserve, such as the
4 right to privacy, the right to a
5 contract, the right to unpaid sick leave,
6 and the right to paid time off. These
7 protections are necessary for many
8 reasons.

9 The right to privacy will help
10 foster the dignity every person in the
11 City deserves by providing -- by
12 prohibiting the filming of domestic
13 workers while using the bathroom or
14 changing in their private quarters. The
15 right to privacy also prohibits the
16 hiring entity from holding onto the
17 original documents of a worker, which
18 could leave the worker vulnerable with
19 very few places to turn to for help.

20 A contract helps to
21 professionalize the work, providing both
22 the worker and the service user with
23 clear expectations and responsibilities.

24 Currently, domestic workers who
25 are often misclassified as independent

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2 contractors are excluded from our sick
3 leave protections and are vulnerable to
4 being fired for having to attend a
5 doctor's appointment or being too sick to
6 clean a home. This will protect their
7 jobs and allow them to take care of
8 themselves and their families.

9 And, finally, the legislation
10 guarantees the right to paid time away
11 from work. Allowing domestic workers,
12 who have told us the tragic stories of
13 missing their child's high school
14 graduation because they couldn't afford
15 to miss hours of work, the benefit of
16 earning up to 40 hours of paid leave per
17 year.

18 Additionally, this legislation
19 authorizes the Mayor's Office of Labor to
20 oversee the creation of a portable
21 benefit system that will provide domestic
22 workers access to paid time off. This
23 system will be groundbreaking for
24 domestic workers and also the first of
25 its kind in the country.

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2 The Office of Benefits and Wage
3 Compliance within the Mayor's Office of
4 Labor works to enforce the City's labor
5 protections. In the last year, we have
6 been making essential improvements by
7 staffing up and laying the groundwork
8 necessary to accommodate additional
9 enforcement responsibilities. We
10 recognize, however, that should this
11 legislation become law, it would be
12 slightly different than our other charges
13 and, therefore, our approach would be to
14 provide education and assistance to
15 service users who likely haven't seen
16 themselves as employers in the past.

17 We support the efforts of City
18 Council to provide protections for our
19 City's domestic workers. Thank you for
20 the opportunity to testify today, and I'm
21 happy to answer any questions you might
22 have at this time.

23 COUNCILMAN GREENLEE: Thank you
24 very much, and thank you to the Mayor's
25 Office of Labor for all you've done in

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2 working this out. I see the Deputy Mayor
3 over there, Deputy Mayor Lazer. Thank
4 you.

5 Any questions or comments?

6 (No response.)

7 COUNCILMAN GREENLEE: No?

8 Okay. Starting off smoothly here. Thank
9 you very much.

10 MS. SHIMKO: Thank you.

11 COUNCILMAN GREENLEE: Ms.

12 Marconi, our next panel, please.

13 (Applause.)

14 THE CLERK: Nicole Kligerman,
15 Pat Eiding, and Nadia Hewka.

16 (Applause.)

17 COUNCILMAN GREENLEE: The
18 record will reflect the Mayor's Office
19 got a round of applause today.

20 (Witnesses approached witness
21 table.)

22 COUNCILMAN GREENLEE: Please,
23 whoever would like to -- Nicole, if you
24 want to go first. Or Pat? Please.
25 Mr. Eiding, please.

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2 MR. EIDING: Good morning, and
3 thank you for allowing me this time. My
4 name is Pat Eiding. I do represent
5 150,000 working families here in
6 Philadelphia as President of the
7 Philadelphia Council AFL-CIO, and let me
8 say up front my mantra is that anybody
9 who is working should have the right to
10 representation, fair wages, and benefits.
11 So you know where we are and where we
12 represent.

13 You have a letter that I sent
14 on behalf of the Council. If you would
15 bear with me, I'm going to read one
16 paragraph. I think it tells our feelings
17 and where we stand.

18 Organized labor is the backbone
19 of this city, and while domestic workers
20 are federally prohibited from
21 unionization, unions and their supporters
22 must stand with the hard-working men and
23 women who care for homes and loved ones.
24 All workers, regardless of the job they
25 do, deserve safety protections, fairness,

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2 and a voice on the job. Only by
3 rectifying their exclusion from the labor
4 protections and raising standards can
5 these marginalized workers have the
6 protections they deserve. This includes
7 meal and rest breaks, written contracts,
8 inclusion into the Fair Practice
9 Ordinance, protections from retaliation
10 including around immigration status, and
11 paid time off when they are sick or to be
12 with their families.

13 Philadelphia now has the
14 opportunity to once again take leadership
15 to protect working families in our city.
16 We must join the ten states and cities of
17 Seattle by passing this legislation and
18 to enshrine into law the inherent right
19 to safe and dignified working conditions
20 for domestic workers.

21 Domestic workers are workers,
22 pure and clear. They probably are put
23 upon by more than anybody else. I put
24 them with hotel workers in some cases
25 where they're treated unfair and

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2 sometimes put upon.

3 I have to tell you that
4 organized labor stands very strongly for
5 this piece of legislation. We will
6 support it in any way we can, and we'd
7 love to follow it up once this
8 legislation is passed to help to make
9 sure these folks are treated fairly and,
10 again, have protection and fair wages and
11 a right to some benefits.

12 So that's where we stand at the
13 Philadelphia Council. That's where we
14 represent over 100 unions in this city,
15 and we stand strongly to help you pass
16 this ordinance.

17 COUNCILMAN GREENLEE: Thank
18 you, sir. Thank you very much.

19 (Applause.)

20 COUNCILMAN GREENLEE: And
21 obviously thank you for all the work you
22 do for the working people of the City.

23 Before our next speaker, please
24 let the record reflect Councilman Oh, a
25 member of the Committee, is present.

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2 Nicole, would you like to go
3 next. And we'll hear from all three, and
4 then if there's any questions.

5 MS. KLIGERMAN: Good morning,
6 members of the Committee on Law and
7 Government. My name is Nicole Kligerman
8 and I am the Director of the Pennsylvania
9 Domestic Workers Alliance where we
10 organize nannies, caregivers, and house
11 cleaners to make rights and respect a
12 reality for Philadelphia's 16,000
13 domestic workers. We are also a chapter
14 of the National Domestic Workers
15 Alliance, the leading voice for this
16 country's 2.5 million domestic workers.
17 Thank you for the opportunity today to
18 hold this historic hearing and vote to
19 extend workplace protections, safety, and
20 dignity to some of the most important and
21 most marginalized workers in our city. I
22 especially want to thank our Council
23 sponsors here today, including
24 Councilmember Quinones-Sanchez and
25 Councilmember Greenlee, as well as Mayor

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2 Kenney's Administration for their
3 support.

4 I am a fifth-generation
5 Philadelphian and, like everyone else in
6 this room, I'm here today because I
7 believe this city can and must protect
8 and uplift all of its residents
9 regardless of where they live, what
10 language they speak, where they come
11 from, or what job they do. I know we are
12 all tired repeating the statistic that
13 our city is the poorest major city in the
14 country. We will not be able to lose
15 this terrible distinction until we ensure
16 an end to the unjust working conditions
17 for the most invisibilized working people
18 in our city.

19 Domestic workers do the work
20 that makes all other work possible,
21 allowing their employers to go to their
22 jobs with the peace of mind that their
23 children or elderly parents and homes are
24 safe. Domestic workers are not afforded
25 that same peace of mind. Since the New

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2 Deal era labor laws were passed, domestic
3 workers have been systematically excluded
4 from almost all local, state, and federal
5 labor protections. These exclusions are
6 rooted in a legacy of slavery and racism.
7 Domestic workers are still excluded from
8 almost all basic protections, including
9 the ability to form a union. And today
10 you have the opportunity to change this
11 terrible legacy and make Philadelphia the
12 largest city in the country to take a
13 stand for domestic workers.

14 In Philadelphia, the vast
15 majority of our city's 16,000 domestic
16 workers are black and brown women, many
17 of whom are undocumented, and are still
18 not afforded the economic stability,
19 safety, and dignity at work simply
20 because of the kind of work they do.
21 They make an average of \$10,000 a year
22 and, as you will hear later, face
23 widespread wage theft, abuse, lack of job
24 security, and persistent mistreatment and
25 have very little recourse. The combined

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2 impact of the lack of labor protections
3 and systematically marginalized
4 identities of domestic workers and the
5 nature of working individually behind
6 closed doors in a private residence
7 demands action and support from City
8 government.

9 The Philadelphia Domestic
10 Workers Bill of Rights before you today
11 will be a game changer for domestic
12 workers and for our city. As it stands,
13 this will be one of the strongest pieces
14 of legislation of its kind in the
15 country. In other localities where such
16 bills have been won, we have seen a
17 dramatic improvement in working
18 conditions. Domestic work is
19 increasingly seen and treated as real
20 work, and workers are better able to care
21 for their own families and have a voice
22 on the job. It's time for Philadelphia
23 to join and lead this national movement.

24 Thank you for your time, and I
25 urge you to vote yes to pass the

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2 Philadelphia Domestic Workers Bill of
3 Rights.

4 COUNCILMAN GREENLEE: Thank
5 you.

6 (Applause.)

7 COUNCILMAN GREENLEE: Please.

8 MS. HEWKA: Good morning,
9 Councilmembers. My name is Nadia Hewka
10 from Community Legal Services. I thank
11 you so much for considering these
12 amendments to the legislation, and I just
13 want to say that this moment is possible
14 because of the work that people in this
15 Chamber have done organizing domestic
16 workers to stand up for these really
17 important basic rights from which they're
18 currently excluded, as well as the
19 history of this Council in taking bold
20 action to protect low-wage workers in
21 Philadelphia by which through your
22 efforts this new office has been created
23 in the City and they have been a partner
24 in these negotiations and crafting the
25 language. So I want to just acknowledge

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2 the folks that are about to testify after
3 me, who are the ones that really have so
4 much at stake today, and thank you for
5 your questions and your concerns about
6 this.

7 As Nicole mentioned, this
8 workforce has been excluded from a lot of
9 our labor laws, and that's why we're here
10 today, to do what we can on a local level
11 to try to protect some of these
12 vulnerable workers who are engaged and
13 strong and standing up to make these jobs
14 better jobs. So through this
15 collaborative process over the summer
16 with us, with the workers present at
17 every meeting with the Law Department,
18 we've created the legislation that's
19 before you, and we were careful to avoid
20 any issues with preemption. I know
21 that's one of the concerns that people
22 have. So because we can't, we are not
23 raising this minimum wage or extending
24 paid overtime protections, which might
25 cause preemption issues. Instead we're

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2 focused on what the City can do for
3 workers.

4 First, the bill prohibits
5 discrimination in hiring and firing of
6 domestic workers, getting rid of a
7 historical anachronism in the Fair
8 Practices Law. We are united on this
9 point. No worker should be turned away
10 or fired for her race, gender, sexual
11 orientation, or any other illegal factor,
12 and no category of worker should be
13 written out of these basic protections.
14 The Commission on Human Relations has
15 been consulted on this matter and
16 endorses this change in the law.

17 Next, the bill requires
18 domestic workers to have written
19 contracts with employers that clearly
20 spell out hours, duties, and other
21 important provisions. Why is this
22 important? Our clients routinely get
23 told to take on more and more and end up
24 working extra hours, often for no
25 additional compensation. Knowing your

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2 job duties and hours allows you to plan
3 for your own life and allows you to have
4 a more equal relationship with your
5 employer. It also helps us as the
6 lawyers figure things out when there's a
7 dispute such as over hours or pay. This
8 would be an important new right for
9 workers, and we are looking forward to
10 helping spread the word to this
11 workforce.

12 Third, under this law, the
13 worker has the right to take rest and
14 meal breaks. Right now there is no such
15 requirement and, as a result, many care
16 workers are made to perform this very
17 difficult and draining work around the
18 clock with no breaks. Under this law,
19 workers will get a 30-minute meal break
20 after five hours of consecutive on-duty
21 time, and live-in domestic workers can
22 get a day off after six consecutive days
23 of work. Again, it's absurd that we
24 don't already have this under state or
25 federal protections, but the fact is that

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2 we don't, and this is a really important
3 thing for this workforce.

4 Finally, this bill pioneers an
5 innovative system for paid time off that
6 deals with the realities of domestic
7 workers who work for multiple employers,
8 allowing for portability of benefits so
9 that workers can take time off that
10 they've accumulated across multiple jobs.
11 Hours will be earned at the same rate as
12 the current paid sick leave law, one hour
13 for every 40 hours of work.

14 But we are extending this
15 benefit to folks who are essentially gig
16 workers. Domestic workers also get sick.
17 Sometimes they get sick because they are
18 caring for the children of working
19 parents, and many have no health
20 insurance or access to other public
21 benefits or a safety net. So it is very
22 important that they get access to paid
23 time off.

24 Many of the details of this
25 portable benefit system will be worked

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2 out by a task force, which will include
3 domestic workers and their employers as
4 well as other advocates. This task force
5 will also be a forum for other issues
6 that may arise when enforcing this law
7 and will work with Council and with the
8 Mayor's Office of Labor to make
9 recommendations.

10 Thank you for your time. This
11 is a historic moment, and we hope that
12 you will be voting yes to support this
13 important bill.

14 COUNCILMAN GREENLEE: Thank you
15 very much.

16 (Applause.)

17 COUNCILMAN GREENLEE: Any
18 questions or comments from the Committee?

19 (No response.)

20 COUNCILMAN GREENLEE: Seeing
21 none, again, thank you for the work all
22 of you do.

23 MR. EIDING: Thank you.

24 COUNCILMAN GREENLEE: Thank
25 you.

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2 Ms. Marconi, I think it's our
3 final panel.

4 THE CLERK: Annie Johnson,
5 Maria del Carmen, Elana Bauer, and
6 Vanessa Fields.

7 (Applause.)

8 COUNCILMAN GREENLEE: Let me
9 just ask, other than this panel, anyone
10 else here to testify on this bill?

11 (No response.)

12 COUNCILMAN GREENLEE: Okay.
13 Very good. This will be our last panel.

14 Whoever would like to go first.
15 Ms. Johnson's name was mentioned first,
16 if you'd like to go first. Okay. Please
17 speak right in the microphone and state
18 your name and proceed, please. We have
19 your written testimony, but however you'd
20 like to proceed.

21 MS. JOHNSON: Thank you.

22 COUNCILMAN GREENLEE: Thank
23 you.

24 MS. JOHNSON: Hi. My name is
25 Annie Johnson.

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2 COUNCILMAN GREENLEE: A little
3 closer to the mic. Just pull it up.
4 That's it. This is a hearing room that
5 you can't hear in.

6 There you go.

7 MS. JOHNSON: Hi. My name is
8 Annie Johnson. I'm a member of the
9 Philadelphia Domestic Workers Alliance.
10 I am a nanny.

11 I declare that statement with
12 confidence and pride. Pride because the
13 job of a nanny is one of the most
14 important jobs a person can do. I can
15 say with confidence I influence the
16 future. I contribute to the physical,
17 intellectual, emotional, and social
18 development of the children in my care.

19 Every day 16,000 domestic
20 workers leave their homes to go to
21 various homes throughout Philadelphia to
22 work as nannies, house cleaners, home
23 health aides, and perform other forms of
24 domestic work.

25 I have worked for 18 years as a

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2 nanny, first in New York and now here in
3 Philadelphia. I was also an early
4 childhood educator in my home country of
5 Trinidad and Tobago. New York has had
6 its Domestic Workers Bill of Rights for
7 many years and, as a result, the
8 treatment of domestic workers have
9 improved tremendously in New York.
10 Domestic workers need these improvements
11 in Philadelphia as well.

12 Because of this, we come to
13 City Hall to ask you, members of Council,
14 to vote yes to the passing of the
15 Philadelphia Domestic Workers Bill of
16 Rights. Domestic workers in Philadelphia
17 need it now more than ever. What we are
18 asking for is the right to work in an
19 environment that recognizes the important
20 work and contribution domestic workers
21 make every day.

22 Vote yes to written contracts.
23 A written contract will benefit both
24 employer and employee. It will specify
25 in detail what my job responsibilities,

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2 work schedule, pay, and more are.

3 Without a written contract, I can be
4 asked to perform duties I was not hired
5 to do, and refusing can be a reason for
6 termination.

7 Vote yes to paid time off.

8 Years ago I was feeling very sick but
9 decided to tough it out and headed to my
10 nanny job on public transportation. All
11 of a sudden, I felt very lightheaded and
12 fainted in the subway car. Domestic
13 workers should be able to visit the
14 doctor, take a sick day, attend their
15 children's graduation, or even a family's
16 funeral without fear of losing a day's
17 pay or even get job.

18 Vote yes to freedom from
19 discrimination. Employers should not be
20 legally allowed to discriminate against
21 me because I might be gay, black, or an
22 immigrant to this country. You all as
23 members of Council are protected from
24 this kind of discrimination when you come
25 to work at City Hall. Every day we

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2 domestic workers should get the same
3 protection.

4 Vote yes to termination notice
5 and severance pay. If someone is
6 terminated without notice, bills still
7 need to be paid, and more often than not
8 it takes a while to get another job.

9 Vote yes to privacy. Domestic
10 workers should not fear going to the
11 bathroom or being monitored in the room
12 that has been set aside for their use at
13 work. We know this happens, especially
14 to live-in domestic workers.

15 Vote yes to meal and rest
16 breaks. Some of us have to work without
17 a break or eat while we are working,
18 doing things like changing a diaper,
19 cleaning the house, attending to our
20 clients, performing our duties.

21 After many months of coming to
22 City Hall, we are saying to you vote yes,
23 Council, for the Philadelphia Domestic
24 Workers Bill of Rights.

25 Thank you for your time.

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2 (Applause.)

3 COUNCILMAN GREENLEE: Thank
4 you.

5 One second. Please let the
6 record reflect Councilwoman Gym, a member
7 of the Committee, is present.

8 Please.

9 MS. DEL CARMEN DIAZ (through
10 interpreter): Good morning. I'm Maria
11 del Carmen Diaz and I'm a leader with the
12 Pennsylvania Domestic Workers Alliance
13 here in Pennsylvania. I live in North
14 Philadelphia and I clean homes and care
15 for children and elderly people. I've
16 worked as a domestic worker for 24 years.

17 I have never received paid
18 vacation or sick time and I've never had
19 a written contract. I've suffered
20 discrimination because of my language, my
21 color, and for being Latina. I've
22 suffered wage theft when employers have
23 refused to pay me. I work from 6:00 a.m.
24 to 6:00 p.m. Monday through Friday and
25 several more hours on Saturdays and

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2 Sundays, and I work for 25 different
3 employers.

4 I'm fighting for the Bill of
5 Rights to have legal rights for the first
6 time, because it's time to stop with
7 these abuses. As domestic workers, we
8 all worked on the provisions in the bill
9 to make sure that they reflect our needs,
10 and I sat at the table with City Hall
11 officials. I personally sat at the table
12 with City Hall officials for many weeks
13 this summer to make sure that our voices
14 are heard and our needs are met. This
15 really is a law that comes directly from
16 the needs of workers ourselves. We pay
17 our bills and taxes and support our
18 families with our work.

19 I'm fighting to have paid time
20 off so that I can take a day off when I'm
21 sick, when I go on vacation, or I want to
22 attend an event at my son's school. Just
23 this week I worked with the flu. There
24 are family events that I have not been
25 able to attend because I have not been

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2 able to take the day off.

3 It's difficult work and I've
4 suffered with different ailments with the
5 passage of time, like dust allergies,
6 burns from using Clorox, damaged and
7 hurting knees and my back because of
8 having -- because we have to clean on our
9 knees and climb so many stairs. I have
10 done everything that my bosses have asked
11 me to do and I have suffered because of
12 it. And I'm not alone. I am one of
13 16,000 workers who are in this situation.

14 For that reason, I need a
15 written contract in my language so that
16 my work is professionalized, my
17 responsibilities are clear, and I have
18 some security in my work. I need breaks
19 so that I can eat while I'm at work,
20 something that I've never been able to
21 do.

22 There needs to be an end to the
23 legalized discrimination that we face.
24 And I need a guarantee so that when
25 employers violate the law, there is a way

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2 to hold them responsible.

3 We know that Philadelphia is a
4 big, modern, and prosperous city and it
5 needs this law. It would be a great
6 source of pride for Philadelphia to be a
7 national leader for the dignity and
8 respect of domestic workers.

9 I thank you all for your
10 support, your time and, most importantly,
11 your vote to make this change possible
12 supporting the Domestic Workers Bill of
13 Rights.

14 COUNCILMAN GREENLEE: Thank
15 you.

16 (Applause.)

17 COUNCILMAN GREENLEE: Ma'am,
18 please tell Maria I'll see her in the
19 neighborhood.

20 MS. DEL CARMEN DIAZ (through
21 interpreter): Always.

22 COUNCILMAN GREENLEE:
23 Ms. Fields, please.

24 MS. FIELDS: So good morning.
25 My name is Vanessa Fields and I am

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2 speaking on behalf of the Philadelphia
3 Chapter of A. Philip Randolph Institute,
4 APRI. If the name Philip Randolph sounds
5 familiar to you, it should. Randolph was
6 a key organizer of the 1963 march on
7 Washington. Inspired by this success,
8 Randolph founded A. Philip Randolph
9 Institute in 1965. APRI is an
10 organization of black trade unionists to
11 fight for racial equality and economic
12 justice. Thelma Clements is the
13 President of the Philadelphia Chapter,
14 where I chair the Political Education
15 Committee.

16 APRI thanks Councilperson
17 Quinones-Sanchez for her leadership in
18 this legislation that addresses the work
19 rights of domestic workers.

20 In the 1960s, my maternal
21 grandmother, Lucy Mae Stone, was the
22 nanny, housekeeper, and cook for a family
23 in Philadelphia. My grandmother often
24 talked about not being paid, getting paid
25 only a portion of what was owed her, or

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2 the father of the family getting fresh
3 with her.

4 That was in the '60s, but here
5 we are in 2019 and domestic workers are
6 articulating the same work issues and
7 concerns that my grandmother complained
8 about over 50 years ago.

9 So members of the Law and
10 Government Committee, do the right thing
11 and support, endorse, vote favorably on
12 this Bill of Rights for domestic workers.

13 Thank you.

14 COUNCILMAN GREENLEE: Thank
15 you.

16 (Applause.)

17 COUNCILMAN GREENLEE: Good
18 morning. Please identify yourself and
19 proceed.

20 MS. BAUER: Good morning. My
21 name is Elana Bauer and I'm here today to
22 speak strongly in support of a
23 Philadelphia Domestic Worker Bill of
24 Rights.

25 I employ a caregiver for my

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2 young child as well as a cleaner to help
3 take care of my home. I believe that a
4 Bill of Rights is needed in Philadelphia
5 for the dignity of domestic workers who
6 provide such important care to so many
7 Philadelphians, and I believe this bill
8 will benefit the City as a whole.

9 A little over a year ago when
10 my daughter was born, I had to decide how
11 she would be taken care of when I
12 returned to work. Exploring the options
13 of daycare, nannies, caregivers was
14 eye-opening and ultimately very
15 rewarding. My partner and I settled on
16 utilizing a nanny share and feel really
17 fortunate to have a dedicated,
18 hard-working, and loving caregiver who
19 cares for our child 40 hours per week. I
20 know that my child is happy, loved, and
21 well taken care of while I'm at work.

22 Part of figuring out who this
23 caregiver would be was deciding what her
24 job would look like. It was really
25 important to us that our nanny would not

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2 only be adequately compensated for her
3 work, but would have a comprehensive
4 written contract, clear expectations,
5 paid time off, and be treated with the
6 utmost respect in her workplace.

7 Figuring out how to do this is no easy
8 task. It's hard enough to follow the
9 steep learning curve of parenting and
10 harder still to figure out how to create
11 a dignified workspace in our hone home at
12 the same time. But we waded in and did
13 our best.

14 The reason we feel so strongly
15 about having a clear written contract is
16 so that expectations and agreements are
17 clear for everyone involved. It's much
18 better for us and it is much better for
19 our nanny.

20 Paid time off is a benefit I
21 absolutely rely on to take care of my own
22 health and wellness and to be able to
23 take care of my home and family. I
24 assume the same is true of everyone, and
25 providing paid time off is crucial to

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2 creating a dignified and just workplace
3 for my child's caregiver. We provide ten
4 days of paid time off to our child's
5 nanny per year and unlimited unpaid
6 leave.

7 These basic benefits are
8 crucial to every worker. I know how much
9 I have relied on benefits from my own
10 workplace, especially since having a
11 child of my own, and the workers who make
12 my work life possible deserve no less.
13 But domestic workers should not have to
14 rely on the good intentions and best
15 efforts of their employers in order to
16 have their work respected and their
17 rights protected. We must make this the
18 law in the City of Philadelphia in order
19 that all domestic workers have access to
20 these same rights and benefits.

21 Thank you for your vote.

22 COUNCILMAN GREENLEE: Thank
23 you.

24 (Applause.)

25 COUNCILMAN GREENLEE:

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2 Councilwoman Sanchez.

3 COUNCILWOMAN SANCHEZ: I just
4 want to thank everyone who has worked
5 with us, the employers in particular, who
6 stood up in defense of the workers that
7 we're trying to protect. I know the
8 Philadelphia Commission on Women and,
9 Vanessa, you in particular have hosted
10 several discussions, and we just
11 appreciate the allies in this work and
12 really look forward to the implementation
13 of an education campaign and a process to
14 lift all of these workers so that they
15 can work with dignity.

16 Thank you all very much.

17 (Applause.)

18 COUNCILMAN GREENLEE: Thank
19 you.

20 Councilwoman Gym.

21 COUNCILWOMAN GYM: A little
22 over a year ago, Maria, I think you came
23 into our office and told your story, and
24 you told it to make change. And I think
25 today is an incredible example of how

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2 many of us who believe that we need to
3 see significant policy changes need to
4 start by telling stories that change our
5 understanding of how the world is
6 experienced through many people, and I
7 want to thank you. I want to thank your
8 fellow sisters in arms. I want to thank
9 the fact that we have a rising cohort of
10 a new union and a new expansive
11 organization for labor rights and justice
12 that represents women and families and
13 the care-keeping of young people, and
14 that it's at the forefront of what's
15 right in our city. So thank you. It's
16 an honor to see this journey come to
17 where we are today, and I can't wait to
18 celebrate with you later on.

19 (Applause.)

20 COUNCILMAN GREENLEE: Thank
21 you.

22 Councilman Green.

23 COUNCILMAN GREEN: Thank you,
24 Mr. Chair.

25 I just want to thank my

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2 colleague Councilmember Sanchez for her
3 leadership on this issue and also this
4 coalition of people coming together for
5 this important piece of legislation. And
6 I'm reflecting on the words that Ms.
7 Fields provided regarding A. Philip
8 Randolph and that the struggle continues,
9 and when you think about the fact that
10 being able to organize and having a
11 decent ability to work with rights is
12 what has led this country to where we are
13 today, and so we need to continue that
14 work to make sure everyone that works in
15 this city and hopefully in this
16 Commonwealth and in this country have the
17 dignity of work and being able to provide
18 and work in a safe environment in a way
19 that provides not only for themselves but
20 also for their households.

21 So thank you for you all being
22 here today, and thank you for this
23 important work and today's piece of
24 legislation.

25 COUNCILMAN GREENLEE: Thank

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2 you.

3 (Applause.)

4 COUNCILMAN GREENLEE: Let me
5 just finish up by saying I think it is
6 really noteworthy there is no opposition
7 here today to this bill. No opposition.

8 (Applause.)

9 COUNCILMAN GREENLEE: And I
10 think that's a testament certainly to the
11 work that everybody did, led by
12 Councilwoman Sanchez and the Mayor's
13 Office and everybody, and it's certainly
14 a testament to the hard work that all you
15 workers do, you do every day and then
16 you've done in here to make sure that we
17 do the right thing. And as I anticipate
18 the vote here, I'm going to say
19 congratulations on everything you do.

20 Thank you.

21 (Applause.)

22 COUNCILMAN GREENLEE: Being no
23 one else here to testify, here's what
24 we're going to do: We're going to
25 temporarily, if I don't lose my voice

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2 beforehand, recess the public hearing.

3 We're going to go into a public meeting

4 to address this bill. Those of you who

5 are here for the census issue, hang in

6 there for about five minutes. We're

7 going to be right with you. Okay?

8 So, again, we're going to

9 recess the public hearing. We will now

10 go into a public meeting.

11 So we are now in a public

12 meeting of the Committee on Law and

13 Government. We still have a quorum. The

14 Chair recognizes Councilman Green.

15 COUNCILMAN GREEN: Thank you,

16 Mr. Chair. This amendment has been

17 circulated to all members of the Law and

18 Government Committee. Mr. Chair, I move

19 that Bill No. 190607 be amended.

20 (Duly seconded.)

21 COUNCILMAN GREENLEE: It's been

22 moved and seconded on the amendment.

23 All in favor?

24 (Aye.)

25 COUNCILMAN GREENLEE: Opposed?

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2 (No response.)

3 COUNCILMAN GREENLEE: Hearing
4 none, the amendment is adopted.

5 Once again, Councilman Green.

6 COUNCILMAN GREEN: Thank you,
7 Mr. Chair. I move that Bill No. 190607,
8 as amended, be voted out of this
9 Committee with a favorable recommendation
10 and that the rules of Council be
11 suspended so that this bill can have
12 first reading at our next session of
13 Council.

14 (Duly seconded.)

15 COUNCILMAN GREENLEE: It's been
16 moved and seconded.

17 All in favor of that motion.

18 (Aye.)

19 COUNCILMAN GREENLEE: Opposed?

20 (No response.)

21 COUNCILMAN GREENLEE: Hearing
22 none, Bill No. 190607, as amended, is
23 reported out of this Committee with a
24 favorable recommendation and will be
25 reported for a second reading at our next

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2 session of Council.

3 (Standing ovation.)

4 COUNCILMAN GREENLEE: Geez, we
5 like to see happy people.

6 Just for the record so the
7 Chief Clerk doesn't get upset, I
8 misspoke. The bill will be reported for
9 its first reading on the next session of
10 Council. Thank you.

11 We still have business before
12 the Committee. We have another
13 resolution. So if people -- yeah. I was
14 going to say, we'll give you a minute,
15 but then when you're leaving, please
16 leave quietly, please.

17 (Pause.)

18 COUNCILMAN GREENLEE: Okay.
19 We're going to come back now to the
20 hearing of the Committee on Law and
21 Government. Again, if people are
22 leaving, please do it quietly, please.
23 Thank you.

24 Ms. Marconi, will you please
25 read the title of the resolution before

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2 us today.

3 THE CLERK: Resolution 180316,
4 resolution authorizing the Committee on
5 Law and Government to hold hearings on
6 the Dicennial 2020 Census.

7 COUNCILMAN GREENLEE: Thank
8 you.

9 Before we call witnesses,
10 Councilman Green, sponsor of the
11 resolution, please.

12 COUNCILMAN GREEN: Thank you,
13 Mr. Chair. This has been some work that
14 I've been working on for some period of
15 time as we prepare for the 2020 Decennial
16 Census. It is an important issue for the
17 City of Philadelphia, because making sure
18 that everyone that lives in the City of
19 Philadelphia is counted and counted
20 accurately and we have a complete count
21 is really important to how we move
22 forward as a city in reference to the
23 resources that we're entitled as a city.

24 Too often over the years, that
25 has not occurred, and so the work that we

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2 are doing today and having this hearing
3 to raise awareness, the work that the
4 Philly Counts and the Keystone Counts and
5 others and the United States Census
6 Bureau are doing to raise awareness to
7 make sure that everyone is counted is so
8 important.

9 During the Nutter
10 Administration, there was actually a
11 non-profit organization that was created
12 to make sure that people in the City of
13 Philadelphia were counted accurately. I
14 looked to that information and I thought
15 about doing something similar, but as
16 opposed to reinventing the wheel, it
17 makes sense to partner with the Kenney
18 Administration on this initiative to make
19 sure that everyone in the City of
20 Philadelphia is counted. And this body
21 has taken steps to address that issue.
22 Many people are familiar with the
23 resolution that we passed previously
24 where the Commerce Secretary tried to add
25 a citizenship question to the census, and

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2 this body adopted a resolution to oppose
3 that effort, and we've been on the
4 forefront of those things.

5 And so it's very important that
6 we have this conversation today, but not
7 only today, but make sure as we lead into
8 the end of this year and we go into 2020,
9 that we are being very vigilant in
10 getting the word out and making sure that
11 we are all census champions and getting
12 the word out about the census and the
13 real impact it has in the City of
14 Philadelphia, especially as we need the
15 resources that we need as the biggest
16 city in the nation with the highest level
17 of poverty to make sure we have the
18 resources to improve the quality of life
19 and address poverty in our city.

20 Thank you, Mr. Chair.

21 COUNCILMAN GREENLEE: Thank
22 you, Councilman. Thank you for your
23 leadership on this very important issue.

24 Ms. Marconi, our first panel,
25 please.

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2 THE CLERK: Stephanie Reid and
3 Phil Lutz.

4 (Witnesses approached witness
5 table.)

6 COUNCILMAN GREENLEE: And as I
7 stated before, all written testimony will
8 be made part of the record. If you could
9 summarize your statements, we'd
10 appreciate that.

11 Please, whoever would like to
12 go first.

13 MS. REID: Good morning.

14 COUNCILMAN GREENLEE: Good
15 morning.

16 MS. REID: Chairmember Greenlee
17 and members of the Law and Government
18 Committee, thank you for having us. My
19 name is Stephanie Reid and I'm the
20 Executive Director of Philly Counts 2020.
21 I would like to thank you for the
22 opportunity to discuss the resolution and
23 the hearings on the Decennial 2020 Census
24 and Councilmember Green for sponsoring.
25 The Administration is taking measures to

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2 ensure a complete and accurate count in
3 the census in 2020.

4 As you all are aware, the Mayor
5 created this office in January of 2019,
6 and the office was funded through the
7 City budget, and that has been the very
8 early beginnings of our work. We've
9 really focused our work so far on
10 tackling four main challenges.

11 One is, we want to -- was
12 forming goals to increase understanding
13 about the importance of the census, to
14 educate the public on how they can
15 participate, to ensure responses from the
16 public for a fair and accurate count, and
17 to support filling census jobs.

18 Along with the Executive Order
19 that created our office, the Mayor also
20 created the Complete Count Committee,
21 which has 19 working subcommittees, and
22 to date, 18 of those have met and the
23 final one will meet later this week.

24 The subcommittees and all of
25 our work has been focusing on three key

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2 challenges, and you'll get to hear from
3 other people today who will talk about
4 their work around those challenges. The
5 first is Internet-focused processes,
6 decreased funding, and low trust in
7 government.

8 We have really taken a
9 community organizing approach and done a
10 lot of grassroots empowerment to address
11 these challenges. Each person that we
12 count in Philadelphia is equal to about
13 \$2,100 a year in funding. So it's
14 \$21,000 over the ten years that the
15 census data is used. And if you have a
16 family of five that you miss, you're
17 talking about approximately \$100,000 over
18 the period that that census data is used
19 that the City would miss.

20 So every single person truly
21 does count and really is important. And
22 that's just for funding. The census data
23 is also used for representation, which we
24 know will have a huge impact on us moving
25 forward.

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2 So on Constitution Day,
3 September 17th, we worked with the Census
4 Bureau. We launched the first of our
5 large organizing days. It was our Census
6 Champion program. And on that day, we
7 originally had a goal to train 1,000
8 people in three languages. We actually
9 trained almost 2,300 people in eight
10 languages all across the City, and we
11 continue to do those trainings. Our next
12 step is, we'll be training about 500 of
13 those people to be action leaders, and
14 we're using our GIS mapping to be really
15 strategic about who we're reaching out
16 to. So we've looked at all of the census
17 tracts and we've overlaid a neighborhood
18 map so that we know which neighborhoods
19 actually fall in the Census Bureau's
20 hard-to-count category.

21 And then what we've been doing
22 is at every step along the way mapping
23 the people and the organizations that
24 we've engaged with so that we can tell in
25 a neighborhood that might be hard to

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2 count who we've engaged and if we need to
3 be doing more events there so that we
4 have more people who can be trusted
5 messengers for us.

6 So, again, I thank you for the
7 invitation to testify on this important
8 topic, and I welcome any questions you
9 might have.

10 COUNCILMAN GREENLEE: Thank
11 you. We'll hear from both before.

12 And everybody has got to be
13 nice to Mr. Lutz because he knows where I
14 live. So we have to be nice to him.

15 MR. LUTZ: Thank you,
16 Mr. Chairman. And on a personal note,
17 since you won't be with us next term, I
18 just wanted to personally thank you for
19 your friendship, being a good neighbor,
20 and your lifetime of service to
21 Philadelphia.

22 COUNCILMAN GREENLEE: Thank
23 you. But we're still going to be
24 neighbors, but okay.

25 MR. LUTZ: And we'll go to some

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2 more Phillies games.

3 COUNCILMAN GREENLEE: Thank
4 you.

5 And please let the record
6 reflect Councilman Jones, a member of the
7 Committee, is present.

8 Please. Go ahead, Phil.

9 MR. LUTZ: So thank you. Thank
10 you, Councilmember Green, for also
11 inviting us here today and for your
12 remarks.

13 Just a reminder, as Stephanie
14 mentioned, the Constitution Day, it was
15 here in Philadelphia when our nation's
16 founders signed the U.S. Constitution
17 which established the decennial census.
18 Our Constitution is unique because it
19 puts the power of government in the hands
20 of the people, and the census is a big
21 part of that. The census is one of the
22 few national activities the American
23 public does together. It's the largest
24 peacetime mobilization in our country,
25 and it is the cornerstone of our

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2 democracy.

3 Article I, Section 2 of the
4 Constitution calls for an actual
5 enumeration to apportion representatives
6 among the states. Our founders
7 recognized that in order to give the
8 people who lived in the U.S. equal
9 representation, they needed to know how
10 many people lived here.

11 Now, it's hard to imagine today
12 that our nation's founders could envision
13 the scope of a national census in the
14 21st century. It's important for
15 everyone to remember that the data
16 collected through the census impacts key
17 decisions made by all levels of
18 government, businesses, the medical
19 community, schools, non-profit
20 organizations, every factor of life.

21 An accurate population count
22 determines not only how many members each
23 state has in the House of
24 Representatives, but also how billions of
25 federal dollars are distributed every

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2 year, funds that are distributed to
3 states, cities, and even neighborhoods.

4 Our goal during the 2020 Census
5 is to count everyone once, only once, and
6 in the right place. In March of 2020, in
7 just a few months from now, households
8 will receive an invitation to respond to
9 the 2020 Census, and you can help educate
10 and motivate your constituents to
11 participate. Philly Counts and other
12 organizations like Keystone Counts have
13 already partnered with the 2020 Census
14 and are committed to helping us conduct
15 an accurate census. Our team of
16 partnership specialists are supporting
17 Philly Counts and other outreach efforts
18 in Philadelphia by conducting trainings
19 and supplying materials.

20 Now, next year, for the first
21 time, the public will have three ways of
22 responding to the census - online, over
23 the phone, or through paper
24 questionnaires. That means that everyone
25 living in the U.S. can complete the 2020

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2 Census anywhere at any time and even in
3 multiple languages.

4 If a person lacks Internet
5 connectivity, then they can connect from
6 other locations, including public
7 libraries, or they can call us toll free
8 to complete their census.

9 It's important to remember that
10 answers are protected and confidential.
11 They cannot be shared with anyone,
12 including law enforcement agencies. It's
13 a massive undertaking conducted across
14 the nation, but we are ready.

15 Earlier this month the Census
16 Bureau completed its address canvassing
17 operation to verify all residential
18 addresses. There are now two temporary
19 area census offices open in Philadelphia
20 which will manage these field operations.
21 We are actively recruiting temporary
22 workers, and you can help us recruit by
23 asking your constituents to apply for
24 jobs at 2020census.gov/jobs.

25 In a few months, we will begin

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2 our group quarters operation to count
3 people in shelters, facilities, dorms,
4 and transitory locations. In the spring
5 and summer of 2020, census workers will
6 personally visit any address that did not
7 respond to the census to conduct an
8 enumeration of the household at their
9 location.

10 I'm proud to report that we are
11 on mission, we are on budget, and we are
12 on schedule to complete the biggest, most
13 efficient decennial census ever, and we
14 are dedicated to ensuring the Census
15 Bureau and the public are ready, willing,
16 and able to accomplish the mission of the
17 2020 census.

18 Thank you.

19 COUNCILMAN GREENLEE: Thank you
20 both. Thank you for the work you're
21 doing.

22 Councilman Green.

23 COUNCILMAN GREEN: Thank you,
24 Mr. Chair.

25 I guess some of the questions

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2 that -- I start in my remarks regarding
3 the citizenship question, and I want to
4 get some perspective on what efforts that
5 you're taking both from -- well, more so
6 from Philly Counts and possibly also from
7 Keystone Counts regarding how do we
8 address that issue and the concern that
9 people may have about participating in
10 the census.

11 MS. REID: That's a great
12 question. Thank you for that question.
13 So I was actually just speaking with
14 someone who left, and she was telling me
15 there's a lot of articles that are going
16 around right now that are talking about
17 how, frankly, since this data was used
18 for the Japanese internment camps, and
19 this is true, it's out there. The
20 response to that would be Title 13 was
21 created in response to this to protect
22 people, but it is absolutely
23 understandable that people don't trust
24 that alone on its face.

25 Philly Counts' approach to this

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2 is that we are working with
3 community-based organizations that work
4 in our immigrant communities that are the
5 best trusted messengers with them. We
6 are also government, and we know that. I
7 do have staff here that are working with
8 many of those subcommittees. We have
9 five that are focusing on different parts
10 of the immigrant community, and we have a
11 very strong focus on language access. So
12 when we did our Census Champion Training
13 program, we did seven languages plus ASL,
14 and everything was translated. I
15 actually saw you have your pin on, which
16 is nice. Thank you. But we also -- I
17 brought copies so you guys could see. If
18 we did a training in Spanish, the pin is
19 in Spanish, everything is in Spanish for
20 them. So that there are people all over
21 the City who can speak to why the census
22 matters and why there's really more to
23 lose.

24 There's been a lot of research
25 that's been done at the national level

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2 with different immigrant groups around
3 the best way to talk about this, and the
4 thing that comes up again and again in
5 the research both from -- showed up with
6 Asian Americans United for Justice and
7 also Nolayo (ph) is that really talking
8 about representation is really important
9 when you're speaking with people in the
10 immigrant community, and that if we don't
11 participate in the census, then we
12 potentially have less representation,
13 which could open the door to having more
14 elected officials who might push the
15 boundaries on things.

16 So we really are looking to the
17 national organizations that have done
18 extensive focus groups and trusting that
19 information as well.

20 COUNCILMAN GREEN: This has
21 also been an issue at both the National
22 League of Cities and other organizations.
23 How are our peer cities doing in
24 reference to getting information out
25 regarding the census, and what have we

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2 learned from those steps and what ideas
3 can we use going forward?

4 MS. REID: So I can talk about
5 both in Pennsylvania and across the
6 country. The National League of Cities,
7 as you know, created a group for people
8 in my position, which has been hugely
9 helpful, and I think that we've all come
10 to really rely on each other. We have a
11 great Google group. We share information
12 and resources.

13 I would say with modesty that
14 the organization that we have built in
15 Philadelphia is certainly one of the
16 strongest in the country. The Director
17 of the Census Bureau stated that when he
18 was here. And I would say regularly each
19 week I speak to approximately three other
20 municipalities somewhere around the
21 country who want to talk about what we're
22 doing.

23 One of the things that I find
24 as I talk to other cities is that often
25 what they're doing is relying too heavily

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2 on government as the trusted messenger.
3 As we talk through, they'll say how are
4 you getting so many people to show up,
5 how is it exploding like this? And we'll
6 talk through what they're doing, and what
7 I'll find out is every communication
8 they're sending, every invitation they're
9 sending is coming from government, and
10 that's the problem. If the crux of the
11 problem is already trusting government
12 and government is the invitation to
13 participate in building out a network and
14 a structure, then you're already starting
15 from a place that's harder. And one of
16 the things that we've done that I think
17 has really helped us take off faster is
18 that we really truly have relied on
19 community-based organizations to be the
20 inviter, to be the trusted messenger for
21 us. So we play more of a
22 behind-the-scenes role providing the
23 language, the materials, and the
24 structure that people can plug into.

25 So I think we are very eager to

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2 provide as much support to other
3 municipalities, especially in
4 Pennsylvania, as we can. An undercount
5 anywhere in Pennsylvania would be hurtful
6 to us here in Philadelphia. One example
7 of how we've done that is with the Philly
8 Counts Action Fund. So we are also
9 currently working with a couple of other
10 counties outside of Philadelphia to see
11 if we can help them set up funds similar
12 to the one that we've created so that
13 they can help get money out to their
14 community-based organizations to do this
15 work.

16 MR. LUTZ: If I can add to
17 that, from our experience we find that
18 the more there is talk in the community
19 about the importance of the census by
20 trusted people in the community, the more
21 likely it is that people are going to be
22 receptive to participating. In the past,
23 some very active and effective partners
24 have actually been corner stores, barber
25 shops, nail salons, places where people

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2 just have their normal conversations and
3 learn about what current events are. So
4 involving the business community is also
5 a -- has been important in the past.

6 COUNCILMAN GREEN: And,
7 Mr. Lutz, those are the type of people
8 that we're looking at -- and, Ms. Reid,
9 you can also jump in -- regarding
10 becoming census champions. Are we
11 encouraging those people who are kind of
12 trusted advisors in our communities to
13 become census champions to get the word
14 out?

15 MS. REID: Yes, absolutely.
16 That's exactly who we're working with.
17 And that was the beauty of our Complete
18 Count Committee. So I will say when I
19 talked to other cities, most cities have
20 five subcommittees, six subcommittees.
21 We have 19, which on one hand is a little
22 crazy, but on the other hand has been a
23 huge benefit to us, because they get so
24 specific. So we can use those Complete
25 Count Committees who already are leaders

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2 within each of these groups to help us
3 engage more deeply.

4 MR. LUTZ: If I may add one
5 more item, one area that has always been
6 problematic for us in an accurate census
7 is counting children zero to four. And
8 for some reasons, parents sometimes just
9 either leave kids off or because of
10 custody arrangements, people aren't sure
11 who should actually put the child on the
12 form. So working with daycare centers,
13 with our schools, preschools, that's
14 another important initiative. And then
15 in the schools themselves since we're
16 asking about trust of government and
17 participation, the Census Bureau has a
18 very robust Census Statistics in Schools
19 program that I believe Philadelphia city
20 schools is looking at using where kids
21 can learn about the census in the
22 schools. It's a free curriculum, and as
23 a result, they learn civic involvement
24 and civic engagement and they can be
25 influencers in the household when it's

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2 time to participate in the census.

3 COUNCILMAN GREEN: And one the
4 things I learned in, I think, attending
5 one of the first Complete Count Committee
6 meetings was the underrepresentation of
7 children. I just didn't even think about
8 that. But I think that is an issue
9 that -- I think parents are thinking or
10 caregivers that when I'm doing the
11 census, I'm thinking of adults and maybe
12 young adults, but not thinking about
13 young children zero to four. So that was
14 something that was interesting to me, and
15 I would not have thought about -- because
16 I think parents and caregivers and others
17 are thinking about people that can
18 complete the form being an adult and
19 they're not counting the children who are
20 also in the household, which is also part
21 of the population count and also helps to
22 increase the numbers in the nation that
23 need to be counted, because we need to
24 have resources that impact and benefit
25 children as well.

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2 MR. LUTZ: In the City of, I
3 believe it's, the City of Baltimore,
4 their Health Department is actually
5 getting involved in when parents bring
6 their kids in for immunization or for
7 health, that they're actually going to
8 give them a census message, remind folks
9 that it's important to keep the health
10 clinic open in the neighborhood, or
11 whatever is the message that they want to
12 give, because they may distrust the
13 government, but they want medical
14 services, so that's a good hook.

15 MS. REID: I feel like I should
16 share that we're doing that with the
17 department as well in CHOP. CHOP is also
18 going to be working with us on that.

19 COUNCILMAN GREEN: And just a
20 follow-up. So are we working with our
21 City health centers as well as the -- I'm
22 trying to remember the local medical
23 group, which is, I think, the
24 Philadelphia Medical Society in reference
25 to getting the word out to their members

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2 who are pediatricians?

3 MS. REID: Yeah. So we're
4 slowly working through all of those.
5 Also, so CHOP, Einstein. We're slowly
6 working through the different health
7 systems to talk to them.

8 COUNCILMAN GREEN: Okay. Good.

9 And then one other or two other
10 quick questions. How are you getting the
11 word out regarding that number of \$2,100,
12 that for every person not counted, the
13 City of Philadelphia is losing \$2,100? I
14 mean, I think that's something either
15 through some type of social media, some
16 type of talking point, that's something
17 that really needs to be resonated, that
18 that's money that we are not receiving to
19 the City of Philadelphia that can be used
20 for Community Development Block Grant
21 dollars, a whole host of federal dollars
22 that impacts and improves the quality of
23 life in the City of Philadelphia.

24 MS. REID: Yeah, I completely
25 agree, so it's one of the focal points at

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2 the start of our Census Champion Training
3 so that people can be doing word of
4 mouth. When we get to January of next
5 year is when you'll start seeing more
6 messaging related to participate in the
7 census, both from the Census Bureau and
8 from us, and that will be a highlight in
9 it. We find that that number is
10 incredibly persuasive with people. It's
11 easy to wrap your head around. People
12 can think of what would I do with \$2,100,
13 and then when you think about it over ten
14 years, what would I do with \$21,000, it's
15 something people really understand.

16 So we'll be doing a lot of word
17 of mouth, because I'm sure you're aware
18 there'll be a presidential primary here
19 next year, April 28th. Everybody heard a
20 little something about that April 28th,
21 which is in the middle of the time that
22 we're going to be wanting to do most of
23 our communication around this census,
24 which is a huge challenge for us. It's
25 something we're aware of and it's part of

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2 why we've built our program out the way
3 we have, because the cost of
4 communicating through those traditional
5 channels will be very expensive and also
6 very difficult to get through the noise.
7 So that's a big part of why we are also
8 making sure that there's so many people
9 trained to talk about this with friends
10 and neighbors, so that we have another
11 way to get through some of that noise.
12 But that will be a key message that we're
13 highlighting.

14 COUNCILMAN GREEN: And since
15 you opened the door on that issue, if
16 material was printed by an organization
17 promoting the census and that material
18 just happened to get to the elected
19 committee people throughout the City of
20 Philadelphia that they would pass out on,
21 say, sometime in April when there's a
22 presidential election, is that something
23 that could be possible?

24 MS. REID: Absolutely. Yes.
25 And I would be really surprised if it

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2 wasn't happening anyway through other
3 ways, to be honest. We hear -- the good
4 news is that we hear this is on the minds
5 of everyone that we talk to and that
6 people are already thinking about where
7 the places that they can integrate that.
8 I know that there were C3 organizations
9 that reached out to us asking could we
10 include a message about the census in the
11 stuff for this year already, which are
12 the people we're working with is the
13 C3's.

14 COUNCILMAN GREEN: And then I
15 guess one last question. What can we do
16 as elected officials in reference to
17 getting the word out regarding the
18 census, because it has an impact on our
19 ability to provide resources back to the
20 constituents of the City?

21 MS. REID: That's great. So
22 there's a couple of things. First is
23 helping share about our Action Leader
24 Summit, which is coming on November 9th,
25 because we have organizations coming in

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2 from national that are going to be able
3 to talk to people about how to reach some
4 of these communities that are most
5 historically undercounted.

6 The other thing that I would
7 highlight is census jobs, because right
8 now we really want to be supporting the
9 Census Bureau effort to get people in the
10 application pipeline for these jobs, and
11 I think that's a really great place for
12 Council to be helpful, is hosting job
13 fairs and then next year helping us push
14 out these messages that are encouraging
15 people to participate.

16 We know that there's going to
17 be a rapid response period that we're
18 going to be starting on May 1st as soon
19 as the campaigns pull out, and that's
20 going to be another time when Council is
21 going to be particularly important,
22 because you have these deep connections
23 in the communities.

24 So a large part of what we're
25 doing right now is really focusing on

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2 mapping out who are the leaders, what are
3 the resources. That way, when we get to
4 that rapid response when we know here's
5 where we have low response rates, we know
6 who to reach out to. So just working
7 with us on some of that mapping as well.

8 MR. LUTZ: And also in March
9 and April of 2020 as households are
10 responding to the census, you'll be able
11 to see some updated maps showing response
12 rates down at the -- I believe it will be
13 down to the census tract level. And so
14 if you see areas in your community that
15 aren't responding, we're going to have
16 some strategies and we're going to work
17 with Philly Counts to create immediate
18 awareness in those areas to help improve
19 the response.

20 COUNCILMAN GREEN: Just one
21 last question. Because you will be able
22 to complete the census online as well as
23 through traditional means, what's going
24 to be the initial contact that a
25 constituent will receive from the

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2 government regarding the census?

3 MR. LUTZ: So we can provide
4 you with a list of scheduled -- I believe
5 it's March 12th you'll be getting
6 something in the mail, a notification in
7 the mail. Each address has a unique code
8 on it, and we ask one person in the
9 address to respond back for the entire
10 address. So once we get a response back
11 from that household, then we'll consider
12 it completed.

13 If people do not respond right
14 away, then I think next week they'll get
15 a reminder postcard or mailer, and then
16 eventually people will get a paper
17 questionnaire if they still don't
18 respond. And certain areas will also get
19 two questionnaires, one will be in
20 English, one will be in Spanish.

21 MS. REID: If I could add to
22 that, we do have copies now of what those
23 draft communications will look like, and
24 I think part of the thing that we need to
25 be really aware of is that there's going

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2 to be a lot of mail coming in mailboxes
3 from the presidential candidates. So we
4 are going to be working really hard to
5 make sure people know what they're
6 looking for.

7 We've scheduled three community
8 action days - March 21st, March 28th, and
9 April 4th - where we're going to have
10 people out knocking on doors with flyers,
11 showing people here's what the mail will
12 look like, so people can watch for it and
13 it doesn't accidentally get thrown away.

14 COUNCILMAN GREEN: So you'll
15 get the notice in the mail directing you
16 to the website to complete the census,
17 then you'll get a follow-up notice some
18 weeks later. If you still don't
19 receive -- if the Census Bureau does not
20 receive information, then they'll follow
21 up with the paper questionnaire,
22 sometimes two paper questionnaires, in
23 English and Spanish.

24 MR. LUTZ: Correct.

25 COUNCILMAN GREEN: And you also

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2 have a new (unintelligible). Okay.

3 MR. LUTZ: And then, finally,
4 it's not too late, so you -- I think it's
5 up to five mailings.

6 MS. REID: There's five
7 mailers, one form.

8 COUNCILMAN GREEN: Thank you,
9 Mr. Chairman.

10 COUNCILMAN GREENLEE: Thank
11 you, Councilman.

12 Councilwoman Gym.

13 COUNCILWOMAN GYM: Thank you
14 very much.

15 So, Mr. Lutz, could you just
16 talk a little bit about your history with
17 the Census. I think you've been with it
18 for a little while.

19 MR. LUTZ: Thomas Jefferson ran
20 the first census in 1790. I was not
21 quite there with him, but this is my
22 fifth census.

23 COUNCILWOMAN GYM: Your fifth
24 census.

25 MR. LUTZ: Correct.

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2 COUNCILWOMAN GYM: Pretty
3 impressive.

4 So I think you will have seen
5 sort of the trajectory of the census over
6 time. Could you compare this year's
7 budget for your office compared to
8 previous years. So maybe the last two
9 censuses.

10 MR. LUTZ: So, unfortunately, I
11 can't really answer the budget questions,
12 because that involves a lot more
13 operations than just what we do here in
14 Philadelphia. It has to do with the
15 national advertising campaign, the
16 processing, the printing, and
17 unfortunately I'm not versed in some of
18 that budget area.

19 I can say that in terms of what
20 we're doing here in the nine-state region
21 covered by the Philadelphia Regional
22 Census Center, eight states and the
23 District of Columbia to be specific, we
24 have enough budget to hire the number of
25 people that we need. We already have 36

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2 area census offices set up in that
3 territory I just mentioned.

4 COUNCILWOMAN GYM: But you
5 don't have information about how this
6 year's budget compares to previous years'
7 budget for this region?

8 MR. LUTZ: First off, it's not
9 done necessarily by region and, second of
10 all, because technology and changes are
11 so different from decade to decade, that
12 you really can't do -- it's not fair to
13 do a comparison, because the differences
14 are just too great. This time we're
15 using handheld devices for all of our
16 field staff, whereas before it was all
17 paper copies of materials.

18 In the previous census, each
19 enumerator knocked on a few doors, got
20 some questionnaires on how to go to a
21 fast food place to meet with their crew
22 leader --

23 COUNCILWOMAN GYM: I
24 understand.

25 MR. LUTZ: -- to turn things

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2 in.

3 COUNCILWOMAN GYM: But could
4 you just clarify, because I'm not hearing
5 it clearly. You had testified that
6 you're on mission, on budget, but I
7 assumed that that would portend to know
8 what the budget would be. So are you
9 saying that you do know what the budget
10 is or you don't know what the budget is?

11 MR. LUTZ: Oh, there is a
12 budget allocation. For instance, the
13 address canvassing work that we just
14 completed here in the country was done
15 under the budgeted allocated for that
16 operation.

17 COUNCILWOMAN GYM: And do you
18 know what it was in 2000?

19 MR. LUTZ: I don't have that
20 off the top of my head.

21 COUNCILWOMAN GYM: You don't
22 have that information?

23 MR. LUTZ: It's available
24 probably on our website.

25 COUNCILWOMAN GYM: Okay.

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2 Because there's been a lot of concern
3 about decreasing resources on the federal
4 end, which requires the City, of course
5 as you know, to do increasing resources
6 on our end.

7 And then could you just state
8 very clearly, because I think it needs to
9 be repeated over and over and over again,
10 what is the status of the citizenship
11 question?

12 MR. LUTZ: There is no
13 citizenship question on the 2020 Census.

14 COUNCILWOMAN GYM: And that
15 affirmatively, and I think you testified
16 to this, but there's no sharing of
17 information with any other agencies, law
18 enforcement agencies specifically, and
19 that all answers are protected and
20 confidential?

21 MR. LUTZ: Correct. U.S. Code
22 Title 13 requires us to -- allows us to
23 collect the information, but also
24 requires us to keep your individual
25 information, including even your address,

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2 confidential, and we may only release
3 information in statistical totals that
4 will not identify any individual address
5 or person. Each of us -- and I have with
6 me my colleague Tamika Mitchell, who is
7 actually one of our managers for the
8 Philadelphia area, we all take an oath of
9 secrecy for life.

10 COUNCILWOMAN GYM: Okay. Thank
11 you.

12 It sounded like as you were
13 talking a little bit like vulnerable
14 populations, which I think it's really
15 helpful to hear the kids zero to four, it
16 sounds like there's also vulnerable
17 populations in which there are just
18 multiple individuals within a household,
19 whether or not they're familial, and I
20 know that this applies very clearly to
21 immigrant communities and families.

22 Have you seen any lessons from
23 other areas of regions that you cover
24 that do it particularly well or any
25 insights that you can give about boosts,

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2 for example, in census numbers? I mean,
3 I don't think it's about practice. I
4 actually want to know about whether
5 there's outcomes that you've seen happen
6 in past census.

7 MR. LUTZ: I can give you a
8 perfect example. The town is Lakewood,
9 New Jersey. In Lakewood, New Jersey,
10 there's a large Latino community, a large
11 black community, a large Hasidic Jewish
12 community, and there's a large number of
13 people that may not be documented. We
14 worked very closely with our partnership
15 staff with the Complete Count Committee
16 in that area. And while the census was
17 going on, one of the religious leaders
18 from the Hasidic Jewish community came to
19 the Complete Count Committee and came to
20 us and said, we had been afraid to say we
21 were here, but now we understand the
22 importance of the census and the
23 confidentiality, and we have some
24 households you don't know about. Can we
25 still get them counted?

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2 If you look at the results of
3 the 2010 Census for New Jersey, you will
4 find that Lakewood had one of the highest
5 growth rates in the State of New Jersey.
6 It probably was not the highest growth
7 rate. It was probably the first time we
8 did an accurate census because we had
9 buy-in from important leaders from the
10 community.

11 So any way that we can
12 replicate those types of success stories
13 at the street level is important. We all
14 know that there may be households that
15 have more people in it, living in it,
16 than the landlord knows about or that
17 zoning laws allow, and the more that we
18 can stress the confidentiality message
19 that the landlord can't find out, PHA
20 cannot find out who is in the household
21 from the census, the more -- and the
22 importance of participating in the
23 census, the more likely it is that the
24 person responding to the census will do
25 so accurately and completely.

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2 COUNCILWOMAN GYM: Correct.

3 Thank you very much. That's very
4 helpful.

5 For Ms. Reid, I think those are
6 some of the questions. I think your
7 statement was \$2,100 a year is at stake;
8 is that correct? So it's like 800
9 million, and that would be 8 billion over
10 the course of the ten years that the
11 census would cover, if you're going by
12 the idea that maybe 414,000
13 Philadelphians are at risk of being
14 undercounted in this census; is that
15 correct?

16 MS. REID: Right. Right. So I
17 haven't done that calculation, but I
18 think that sounds right as I do it in my
19 head, and we got that number from a GW
20 study.

21 COUNCILWOMAN GYM: Right.

22 Yeah. So it's a huge amount of money.
23 It's enormously at stake, and I think we
24 heard some of these vulnerable
25 populations.

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2 So affirmatively like what
3 amount of the budget is devoted to PR,
4 like digital outreach, promotional types
5 of things, not jobs but sort of the kind
6 of advertising sign-up?

7 MS. REID: So we only
8 allocated, I think it was, \$10,000 to
9 that because the Census Bureau has a
10 budget for advertising. To be honest,
11 that's what public funds from the
12 Governor's Office was being asked for.
13 And when we looked at what it costs to
14 buy an ad, especially during the peak
15 time that we would need to communicate,
16 the budget we have is tiny compared to
17 what it costs to buy media in the
18 Philadelphia market. So we are really
19 looking at earned media, and then we are
20 looking at trying to door hanger so that
21 people actually get door hangers close to
22 the census time and then really focusing
23 on word of mouth communication to
24 supplement the budget that the Census
25 Bureau has to do their mass media. And I

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2 don't know what that budget is for the
3 Philadelphia region. I'm sure we could
4 get that for you, though.

5 COUNCILWOMAN GYM: From the
6 national census area?

7 MS. REID: Right.

8 COUNCILWOMAN GYM: I mean, I
9 think the concern is is that there's been
10 explicit statements made that the federal
11 census budget might be declining, and so
12 I'm trying to understand that if there is
13 a decline on that end, whether the City
14 has to step forward in the absence of
15 that.

16 MS. REID: So I can address
17 some of that. So if you're asking about
18 money that maybe existed in 2010 that
19 doesn't exist now, there's one really
20 clear pot of money that I can talk about.
21 So in 2010, there was a fund of money and
22 it was actually in 2010 funded through
23 Recovery Act money, and it was \$554,000
24 for the Philadelphia region, and that
25 money was used to make mini grants to

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2 community-based organizations.

3 We realized early on that that
4 money did not exist. It wasn't even
5 reduced. It just does not exist, which
6 is a huge challenge for our
7 community-based organizations that,
8 frankly, we're relying on. That's a huge
9 part of our plan, is that we are going to
10 provide materials. The community-based
11 organizations are going to do the
12 communication with the people that they
13 work with on a daily basis.

14 So we worked with the
15 Philanthropy Network Greater Philadelphia
16 to establish the Philly Counts Action
17 Fund, and to date, we have -- I don't
18 have the total number with me, but I
19 think we've raised just over \$700,000.
20 We're on our third grant cycle now. I
21 should actually say they are, because all
22 of the granting is being done through the
23 Philanthropy Network, and I think that we
24 are at 38 organizations that have
25 received mini grants so far around census

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2 work.

3 The key point of the way that
4 this fund was created was to get money in
5 and out really quickly so community-based
6 organizations would have it and it
7 wouldn't be sitting. So they're
8 reviewing the applicants on -- it's about
9 every six weeks they review it and get
10 money out, and we're continuing to have
11 people commit to that fund.

12 So that's a really clear place
13 that -- I agree with you, we've been
14 concerned about the resources as well,
15 and that's one place that we've tried to
16 replace a fund that didn't exist.

17 COUNCILWOMAN GYM: And then
18 what is your budget compared to the 2010
19 budget? So you have 975 for FY20. Do
20 you know what it was for the 2010?

21 MS. REID: I don't, and part of
22 why I don't is because I've seen
23 conflicting information. But I can tell
24 you they had two dedicated staff people
25 and I have ten. So that's one thing I

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2 can tell you for sure. The two people
3 that I know about were through the
4 Mayor's Office, and it's not clear to me
5 even if they had a separate budget, but I
6 know that there was money that was raised
7 that got used, and someone did show us a
8 separate budget that we had never seen,
9 but it's not something that I got through
10 official channels, so I really don't
11 know.

12 COUNCILWOMAN GYM: No. That's
13 okay.

14 And how much are the mini
15 grants for for the community orgs?

16 MS. REID: They range from -- I
17 think the smallest one has been 3,000 up
18 to 25,000. And we can get you a list of
19 the people who have received them.

20 COUNCILWOMAN GYM: And are they
21 responsible for like -- so basically you
22 have like jobs that you can post, so
23 you'll hire, do training, et cetera, but
24 the community orgs are also doing their
25 own like job hiring that they can use

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2 with the mini grant money.

3 MS. REID: Yeah.

4 COUNCILWOMAN GYM: So when we

5 talk about language access and kind of

6 like the broad-based information that

7 goes out for language access -- this is a

8 little bit about why I was asking about

9 digital advertising or promotional videos

10 or something that can reach different

11 languages and actually can reach a lot of

12 people like through radio. We have a

13 number of different Spanish-speaking

14 radio stations and other types of things.

15 Is there a budget for that from us or

16 that has to come through the Bureau, the

17 U.S. Bureau?

18 MS. REID: There is money

19 through the Bureau. That's actually what

20 the \$10,000 was for, was to do like small

21 buys in some of these like --

22 COUNCILWOMAN GYM: Super small

23 buys. We were all through an election.

24 We know what buys our --

25 MS. REID: I know, and that's

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2 part of the challenge. But I will say,
3 so some of that will happen through the
4 community-based organizations, because
5 we've seen some applications.

6 And also -- I'll give you an
7 example. So our African and Caribbean
8 Subcommittee is talking about doing a
9 YouTube channel with different videos
10 related to the census and how they're
11 going to get it out. Our Communications
12 Director, who is here with us today, has
13 also been working with different ethnic
14 medias to try to talk about how are we
15 honing in on specific messages that make
16 the most sense.

17 When we did the Census Champion
18 Trainings, the day before there was a
19 briefing for a press that was hosted by
20 Al Dia, and we're looking at how we
21 duplicate that with other different
22 sectors of the media, I would say.

23 So it is really challenging,
24 but what we're trying to do is approach
25 it through the subcommittees which are

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2 engaging the community-based
3 organizations, and then they can apply
4 for money as well through the Action
5 Fund, and then we provide the support to
6 make sure that the message stays cohesive
7 and that everybody is also being
8 accurate, which is a concern.

9 COUNCILWOMAN GYM: And then,
10 one, I want to emphasize like -- first of
11 all, thank you to Councilman Green for
12 doing this, because I actually think this
13 is a really important effort and we need
14 to think about it a lot more.

15 I will firmly say that I don't
16 think 10,000 or even 50,000 or 100,000 is
17 not enough for a digital ad, considering
18 the fact that there's so much
19 disinformation out there about the census
20 and especially to combat the issues
21 around protection of immigrants and other
22 people who feel very marginalized and
23 vulnerable by the federal government
24 right now. And so this is just a reality
25 that we're in. It's not meant to impugn

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2 like any particular agencies. It's just
3 a reality that we're in right now and so
4 much like disinformation that's like
5 being promoted.

6 Fully support the idea of a
7 YouTube channel. It won't matter if like
8 it gets distributed through like people's
9 personal networks. The idea of it is to
10 reach like a broad audience, and for
11 that, you do need some amount of paid
12 information, campaigns, and advertising,
13 but I guess that's something that we can
14 continue to discuss as it is. But
15 there's \$8 billion over ten years on the
16 line, \$800 million a year, and to me that
17 is worth -- the potential loss of that is
18 worth the costs that's invested in, and
19 our goal is to actually be like Lakewood,
20 New Jersey and to see significant growth
21 in our population.

22 The last question I have is, do
23 you have some thoughts about how you're
24 reaching some of our homeless community?
25 On any given night we have 6,000 people

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2 in the City of Philadelphia who seek
3 shelter. It doesn't mean it's every
4 night, but on any happenstance night,
5 you're looking at that many people who
6 are out there. So what are your plans on
7 reaching out to them?

8 MS. REID: So we've already had
9 one meeting with the Census Bureau about
10 this topic and discussing, and we'll be
11 working closely with the Office of
12 Homeless Services on this.

13 So the way that they do it is
14 very similar to the way that we do the
15 point-in-time count, which the City is
16 quite good at. So we will be drawing on
17 the wisdom of the people who do this on a
18 yearly basis.

19 We also have already had I know
20 at least one but I feel like maybe one
21 other organization that's applied for
22 money related to supporting the count of
23 the homeless community, SELF, which is
24 connected to the Urban Affairs Coalition.
25 So that's another way that we're trying

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2 to do it, is engage those community-based
3 organizations, make sure they have the
4 resources available to keep the lights on
5 a little longer to be part of that
6 effort. But I really think that the best
7 thing for us to do is to be drawing on
8 the wisdom from the folks who do it every
9 year.

10 COUNCILWOMAN GYM: And just for
11 clarity, as the City -- you're a member
12 of the Mayor's team; is that right?
13 You're a City official? You're a City --

14 MS. REID: I'm in MDO.

15 COUNCILWOMAN GYM: You're in
16 MDO. Thank you. So are you allowed to
17 interface with other systems, like tax
18 and Revenue and --

19 MS. REID: Yes.

20 COUNCILWOMAN GYM: Are you
21 allowed to cross check --

22 MS. REID: So we have --

23 COUNCILWOMAN GYM: -- files
24 versus who --

25 MS. REID: For the census, you

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2 mean?

3 COUNCILWOMAN GYM: Yes.

4 MS. REID: No.

5 COUNCILWOMAN GYM: Probably
6 not, right? You're a completely separate
7 system.

8 MS. REID: But what I will say
9 is, for the people who don't respond to
10 the census, part of how they fill in that
11 data is administrative records, which
12 could include something similar to that,
13 not that specifically, but that is --
14 they do use records like that to help
15 fill in some of the data, but not ours.

16 COUNCILWOMAN GYM: Right. And
17 when you say for people who haven't,
18 you're talking about people who filled it
19 out in 2010 and you're kind of reviewing
20 them in 2020 when you say whether you
21 know who is filling out the census or
22 not. Is that based on 2010 data? Is
23 that based on something different?

24 MS. REID: It's based on the
25 interest file. So there's a couple of

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2 phases. The first is that self-response
3 period where everyone is filling it out
4 themselves, and then late April, you
5 switch into non-response follow-up, and
6 that's when the Census Bureau will start
7 looking at -- there's an address file
8 that we were working with them on, and
9 Phil referred to that in his testimony.
10 They will be looking at the addresses
11 that have responded based on the address
12 file, and then any ones that haven't
13 responded, those will be the ones that
14 fall in that.

15 COUNCILWOMAN GYM: Okay. All
16 right. Thank you very much. I'm asking
17 very basic questions, but I appreciate
18 the learning opportunity. Thank you.

19 MS. REID: Thank you.

20 COUNCILMAN GREENLEE: Thank
21 you, Councilwoman.

22 Councilwoman Quinones-Sanchez.

23 COUNCILWOMAN SANCHEZ: Thank
24 you.

25 I wanted to ask the Census

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2 Bureau, you talked about an address
3 verification process. Can you explain
4 that to us?

5 MR. LUTZ: Yes. So the
6 foundation of a census is what we call
7 the master address file, which is a
8 compilation of every residential address
9 in the United States. It also includes
10 non-housing units such as shelters,
11 dormitories, facilities like that,
12 prisons. And so that's actually -- each
13 address is given a unique identifier, so
14 when you get your notification in March
15 of 2020 that it's time for you to
16 participate in the census, there's
17 actually going to be a code on your flyer
18 that you can -- when you go online,
19 you'll put that code in so we know it's
20 coming from your address.

21 COUNCILWOMAN SANCHEZ: So how
22 realtime is that? I have a very
23 transient community. So how realtime --

24 MR. LUTZ: Well, houses don't
25 move. So that's the important point. We

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2 actually take the census as a snapshot as
3 of April 1st of the year ending in zero.
4 So even if someone doesn't respond from
5 an address and now it's May or June and
6 we're knocking on the door and maybe the
7 household is now vacant because the
8 people who moved away, we will knock on
9 the neighbor's door and ask questions
10 like, well, who was there on April 1st
11 and get information that way, or if
12 someone new has moved in, to ask them
13 about the people that were living there
14 on April 1st.

15 In terms of the address list
16 itself, that is always being built. We
17 continue to get updates from the U.S.
18 Postal Service as new addresses come
19 online. Councilman Greenlee and I live
20 in the Brewerytown area, which is growing
21 like crazy, so as new addresses come
22 online, we get that from the Postal
23 Services. Also the opportunity for the
24 City of Philadelphia participating in the
25 new construction program, which is

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2 another check on our address list, to get
3 any addresses that came online maybe in
4 April of 2020 after the mailers already
5 went out. Maybe you didn't get a mailer
6 because it was brand new. We'll still go
7 back a little later in the spring and
8 summer and compile the information there.

9 COUNCILWOMAN SANCHEZ: Okay.

10 So one of the things we don't do well is
11 this process of address verification,
12 which is -- well, that's why I'm asking
13 you what are all the different datasets
14 and pools that we're using, because we
15 know where people live, we know they're
16 poor, and we can never connect them,
17 right? So I just fear that -- I want to
18 make sure we're not getting caught up in
19 that and that there are more realtime
20 datasets being used.

21 Can you describe to me what
22 your phone campaign is going to be?

23 MR. LUTZ: What the?

24 COUNCILWOMAN SANCHEZ: The
25 phone campaign for the census. You

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2 talked about whether it's in person,
3 you're going to particular locations
4 where they're hard to reach. What does
5 the Census Bureau's phone campaign look
6 like?

7 MR. LUTZ: Well, very simply,
8 we're going to -- we have telephone
9 centers around the country. So when you
10 get your notification to respond to the
11 census, if you don't want to go online
12 and put in your information, you can call
13 a toll-free number and answer the
14 information, respond to the census over
15 the phone, and those centers will be
16 supported in 13 different languages.

17 COUNCILWOMAN SANCHEZ: So
18 you're waiting for people to call you.
19 So there is no campaign where the Census
20 Bureau is calling people?

21 MR. LUTZ: No.

22 COUNCILWOMAN SANCHEZ: Is there
23 a reason why not?

24 MR. LUTZ: Because we can't
25 necessarily match up the address with the

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2 phone numbers. And, again, it's a
3 household-based response. So as long as
4 we get someone back from the household,
5 then we can count the people that are in
6 that address.

7 COUNCILWOMAN SANCHEZ: I'm very
8 concerned around this phone situation.
9 Having spent the last six or seven months
10 knocking on doors, the response was not
11 good in terms of the connectivity with
12 people at the doors and really having
13 participated in three different census
14 processes over the last 30 years, because
15 of all the fear factor, looked at -- I'm
16 looking at the phone as a mechanism,
17 right? And so looking at people -- your
18 expectation is that people will
19 voluntarily call as opposed to us trying
20 to reach people wherever they are.

21 Okay. So, Steph, how do we
22 close this gap between -- because I
23 really do think phone -- as I told you,
24 I'm going to start a campaign, if you
25 call them, they don't have to come knock

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2 on your door. That's my campaign for
3 folks.

4 Councilwoman Gym, I'm going to
5 tell people if you call them, they won't
6 knock on your door.

7 How do we close that gap?

8 MS. REID: I love your
9 campaign. Once you said it, we were all
10 like, oh, yeah, that's right, of course.

11 I mean, there's a few things
12 that we're doing. I think meeting people
13 where they are is exactly the answer. So
14 we get this question a lot, how on earth
15 did you train that many people in one
16 day, and I said, well, because we went
17 where people were, right? We didn't say
18 we're going to have three things and
19 everybody come to us. We had 71 things
20 where people already are and we got them
21 there. And that's just the start for us.
22 If we can start like that and we continue
23 to build that out, then I think we're
24 sharing that information through trusted
25 messengers where people are.

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2 Another way that I think -- so
3 we're trying to think about where all of
4 the points where we can get people. I
5 recently had a meeting with AARP, and we
6 are going to work with them to do
7 tele-town halls, right, where they
8 reverse call in to their members, and I
9 think it starts to get at some of those
10 things that you're talking about.

11 So I don't think there's one
12 answer. I think we look at each of these
13 neighborhoods that we've identified as
14 having a historically undercounted
15 community and we think about how do we
16 meet this community where they are. It's
17 complex. It's really hard, but we're
18 here for it, you know. And I think we do
19 that by partnering with people like you
20 who have been so fantastic, who show up.

21 COUNCILWOMAN SANCHEZ: What
22 kind of advocacy can we do with our
23 congressional delegation about getting
24 the Census to do more things than it's
25 currently programmed? What kind of

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2 advocacy do we need to do?

3 MS. REID: So I think it's
4 hard because of where we are.

5 COUNCILWOMAN SANCHEZ: We had a
6 lot more money before. I mean, let's
7 just -- we're dancing around it. We're
8 not making, to Councilwoman Gym's point,
9 we're not making the kind of investment
10 and we're not going to have the kind of
11 return. So what could we be advocating
12 for to our congressional delegation to
13 get the Census Bureau to do locally?

14 MS. REID: I mean, if there was
15 a special appropriation. I mean, that's
16 a great thing to advocate for. Also, the
17 thing that we've been trying to be smart
18 about is also saying to our members of
19 Congress and all the members we meet
20 with, like do you have those
21 communication resources? Like can you do
22 reverse calls?

23 So I think also asking them to
24 tap their resources and their
25 connections, because they've run

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2 campaigns. They've won. They know how
3 to reach the people in all these
4 communities as well. So the easy,
5 obvious answer is an appropriation, but I
6 think the secondary answer is help us
7 talk to the people we need to talk to.
8 And so far, I found our delegation to be
9 incredibly supportive and responsive.

10 COUNCILWOMAN SANCHEZ: So how
11 much are we -- I know that you've been
12 aggressive about raising private money.
13 So how much is the City of Philadelphia
14 investing in this?

15 MS. REID: So the City has --
16 my budget for my office is \$975,000. I
17 have here with me, if I can add up in my
18 head really quickly, the Action Fund. So
19 our first round of grantees for the
20 Action Fund was 59,100 -- oh, wait. And
21 so actually the two disbursements that
22 we've made were \$238,080 and we just
23 closed our third round, and the total of
24 those applicants was \$194,071. So that's
25 where we are on the grantees applying on

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2 the other side.

3 COUNCILWOMAN SANCHEZ: So in
4 our general operating allocations toward
5 this, how much are we doing?

6 MS. REID: 975,000 through the
7 City.

8 COUNCILWOMAN SANCHEZ: But
9 you're also fundraising.

10 MS. REID: Yes. So that was
11 the other piece, but that fundraising is
12 not coming to us at all. In fact, it
13 never even comes into the City. There's
14 a fund that is housed by the Philanthropy
15 Network, and the community-based
16 organizations apply to them. We just
17 didn't have the capacity, to be honest
18 with you, to run something that quick
19 through all the systems. But so far --
20 the goal honestly is to fund any
21 organization that applies as long as they
22 meet the threshold. So they've got to be
23 a 501(c)(3). They've got to be doing
24 work related to the census that actually
25 works for the Census. And if someone

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2 submits something that doesn't work, then
3 we're working with them to help them
4 figure it out. So there was an
5 organization that applied in the last
6 round that one of the things they said is
7 they were going to count people, and we
8 said, you can't count people. And so the
9 Philanthropy Network said, we're happy to
10 fund you because you're going to be
11 working with the community that's
12 important to engage, but only if you go
13 back and circle back with Philly Counts
14 and understand how this is going to work
15 so what you propose is real. So so far
16 there have only been three organizations
17 that weren't funded. Two of them were
18 outside of Philadelphia and one of them
19 didn't have a C3. So our goal really is
20 to be -- it's small amounts of money --
21 to be able to get that to all the
22 organizations that apply.

23 COUNCILWOMAN SANCHEZ: And I
24 want to thank Councilman Green for
25 bringing this to our attention. Again,

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2 I'm chairing the Committee on Poverty.

3 We leave \$200 million of federal money on
4 the table because we don't connect with
5 people. And so all of us are feeling
6 incredibly uncomfortable, and it's no
7 reflection on you and your team. You're
8 doing what you can. I just want to
9 reaffirm the Councilwoman's statement,
10 we're not doing enough and the stakes are
11 too high.

12 MS. REID: I honestly
13 appreciate the support and the concern.
14 What I will say is, I have been so
15 happily surprised by how much the people
16 we talk to care about this. It's just a
17 matter of having enough hours in the day
18 to keep up with all the stuff that's
19 coming at us. So I really do appreciate
20 it.

21 COUNCILWOMAN SANCHEZ: I think
22 one of the things we need to talk about
23 in Council is how do we make sure that
24 every single department that interfaces
25 with the public does this in a very

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2 intentional way and that they don't feel
3 like just the Census Counts folks, it is
4 their responsibility.

5 \$2,100 per head should be
6 motivation, and to the extent that they
7 can relate that back to their budgets and
8 that we send a really strong message is
9 huge. I'm very uncomfortable of where we
10 are, and I'm also pleasantly pleased at
11 people understanding that, right? It's
12 about political empowerment. Do you want
13 to see the City of Philadelphia lose a
14 congressional seat? I mean, the stakes
15 are incredibly high. And so to the
16 extent that you're building an
17 infrastructure that we can build on and
18 put some resources behind, we're going to
19 need to do that.

20 Thank you.

21 COUNCILMAN GREENLEE: Thank
22 you.

23 Councilwoman Gym.

24 COUNCILWOMAN GYM: Just briefly
25 to also build off the Councilwoman's

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2 point. This is no reflection on your
3 particular agency, but it's just a
4 recognition that the opportunity is
5 enormous, and so for you to be able to
6 make it clear that we do need some more
7 help. It's not to say that people aren't
8 doing enough; it's just we need more.
9 And your role in doing that can help
10 leverage other departments and other
11 entities to maybe come to the table, but
12 it's very clear that we -- a number of us
13 have just run major citywide campaigns.
14 We know how much it costs to be able to
15 reach a sizable portion of the City on a
16 relatively limited budget, and yours is
17 not even like a blip on the radar. And,
18 again, it's not to say about intent.
19 It's just a recognition that this is one
20 of the largest cities in the country.
21 We've got a lot of people at stake, and
22 we have the most amount of need that
23 we've ever had in a city that has seen
24 diverging populations around inequality
25 and growing poverty that's really serious

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2 for us, and the census can help us make
3 some serious inroads in hurdling some of
4 that and doing so in really amazing and
5 supportive ways and rebuild a sense of
6 trust.

7 So it is worth it. It is not
8 to reflect on any other part of anybody
9 that they individually are not doing
10 enough, but we have an opportunity that
11 we can't leave behind, and for whatever
12 situation that we're in, this is a
13 point-in-time count. And so like we all
14 need to be on board, and your leveraging
15 some of that and saying it's not enough,
16 it's great, it's a start, I'm really
17 happy, it's more than we've had, it's
18 still not enough, is a reasonable thing
19 to be able to say and to ask people to do
20 more.

21 MS. REID: Thank you.

22 COUNCILWOMAN GYM: Thank you.

23 And we're going to try and keep talking
24 to figure it out.

25 MS. REID: Thank you. And if I

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2 may, I just also want to say, we have a
3 municipal subcommittee, and I have been
4 really -- like it's been really nice to
5 see how supportive other City departments
6 have been. And I'll give you an example.
7 The Free Library, they worked with the
8 University of the Arts to do a civic
9 engagement sprint with some of their
10 students, and we participated in it. It
11 was a three-day process where U Arts
12 students were designing -- like used
13 human-centered design to come up with
14 ideas for how they can be engaging people
15 through the libraries around the census.
16 So I actually brought with me -- because
17 this was one of the things that they
18 created, and it's so cool. One of the
19 groups created this little flyer that
20 they would hand out, and on the front it
21 says My Block Counts, but when you open
22 it up, it's also got a little window
23 poster. And I think it's great because
24 they're thinking about this early enough
25 that there's still time to figure out how

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2 do we refine it and implement some of
3 these things.

4 I've been really surprised at
5 how supportive a lot of the City
6 departments have been, and as of now, we
7 have done three trainings for 3-1-1 phone
8 reps so that they have all the Census
9 Champion information when they answer the
10 phones.

11 So we are working our way
12 through all these City departments, but I
13 think any additional support and helping
14 people understand how critical this is,
15 this is everyone's budget.

16 COUNCILMAN GREENLEE: Okay.
17 Thank you. Thank you both. Thank you
18 for all the work you continue to do
19 there.

20 Ms. Marconi, I think we have
21 one more panel.

22 MS. REID: Thank you.

23 COUNCILMAN GREENLEE: Thank you
24 both.

25 (Applause.)

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2 THE CLERK: Jo Lin and Michael
3 Pierce.

4 COUNCILMAN GREENLEE: Is there
5 anyone else here? This is our final
6 panel. Anyone else here that wants to
7 say anything?

8 (No response.)

9 COUNCILMAN GREENLEE: All
10 right. These will be our last two here.

11 (Witnesses approached witness
12 table.)

13 COUNCILMAN GREENLEE: We have
14 your written testimony, because we're
15 going to start quickly bumping against
16 the next hearing. So if you could
17 summarize your statements and then any
18 questions. Okay?

19 Please identify yourself and
20 proceed.

21 MS. LIN: Good morning,
22 Councilmembers. My name is Jo Lin and
23 I'm here representing Keystone Counts,
24 which is a statewide coalition of
25 non-profits that's united for a fair and

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2 accurate 2020 Census, and I'm here today
3 to share the statewide perspective of the
4 census in Pennsylvania, because as
5 Stephanie stated, an undercount in any
6 area of the state would hurt Philadelphia
7 also. And I also wanted to share how we
8 as a coalition are collaborating with the
9 Philly Counts office and really
10 supplementing each other's effort to
11 making sure that every Philadelphian gets
12 counted.

13 So Keystone Counts, we are
14 currently at 90 member organizations
15 across the state. We are all
16 501(c)(3)'s. There's statewide advocacy
17 groups. There's also grassroots service
18 providers and community-based
19 organizations.

20 So this coalition is actually a
21 project of Pennsylvania Voice.
22 Pennsylvania Voice, we have a statewide
23 network of 35 partners that works towards
24 a more just, inclusive, and reflective
25 democracy. And so this partnership was

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2 thinking about the census as early as
3 2017, and the reason for that is because
4 when we are thinking about a just,
5 inclusive, and reflective democracy,
6 really every single person has to count,
7 and so the census is a huge cornerstone
8 of that.

9 I think it has been talked
10 about earlier in the last panel the
11 funding and representation piece that the
12 census brings to Pennsylvania and to
13 Philadelphia. So to put the funding
14 piece in context, the census drives
15 allocation of \$880 billion that goes from
16 the federal level to states. So of that
17 \$880 billion, 39 billion comes to
18 Pennsylvania. And to put that into
19 context, that 39 billion is 35 percent of
20 the state government budget. So if there
21 was an undercount, that is money that the
22 state government would not be able to
23 make up, which would then in turn hurt
24 municipalities and communities.

25 I think the number before that

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2 was floated is that money is equivalent
3 to about \$2,100 per head. If you were
4 just to look at the top 16 federal
5 spending programs, Medicaid, Medicare,
6 CHIP, TANF, Section 8, et cetera, but if
7 you were to actually look at the top 55
8 federal spending programs, that's
9 actually over \$3,000 per head. So it
10 really drives home the fact that every
11 single person has to count.

12 And then to put the
13 representation piece in context,
14 Pennsylvania is on track to lose one
15 representative in the U.S. House in this
16 cycle, and Pennsylvania has been losing
17 representatives in previous census
18 cycles. We are on track to lose one
19 representative this time around, but if
20 we have an undercount, we could actually
21 lose more than one representative in the
22 U.S. House, which then also affects the
23 number of electoral college votes that
24 Pennsylvania has. And then of course
25 census data also drives how state

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2 legislative and local political maps are
3 drawn. So if any community is
4 undercounted, it really means that
5 they're not being represented
6 politically.

7 So when we talk about this
8 funding and representation piece, there
9 are communities that have been
10 historically undercounted, and it really
11 becomes an equity issue, right? So if
12 certain communities are historically
13 undercounted, they're historically
14 missing out on this funding and
15 representation that comes based on
16 census.

17 So we as a coalition are
18 focused especially on those historically
19 undercounted communities, communities of
20 color, immigrants, and children. And so
21 when we look to tackle the census issue,
22 we wanted to come up with a comprehensive
23 statewide strategy in order to make a
24 difference. And so we looked at the
25 areas of the state that had undercounts

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2 back in 2010 and we looked at the areas
3 of the state where historically
4 undercounted populations were growing, so
5 where communities of color, immigrants,
6 and children were growing. Based on all
7 of this, we are able to determine that
8 out of the 67 counties in Pennsylvania,
9 24 counties were most in need of a
10 focused education and outreach effort,
11 because those counties were at the
12 highest risk of having an undercount.
13 And no surprise, Philadelphia is at the
14 top of that list of 24 counties, with a
15 total of 414,754 households at risk of
16 not being counted because they're at risk
17 of not participating in the census.

18 So just to put that in context,
19 in the 24 counties, we know that there's
20 1.2 million households that are at risk
21 of not participating. So Philadelphia
22 literally has one-third of the households
23 across the state that are at risk of not
24 participating.

25 However, despite the situation

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2 here in Philadelphia, I would have to say
3 that I'm thankful to the Philly Counts
4 office that I've been able to work with
5 them ever since they started up at the
6 very beginning of this year. So
7 Philadelphia relative to the other areas
8 of the state is actually pretty well
9 taken care of. Like Stephanie has been
10 able and her team have built this
11 remarkable infrastructure that allows
12 people to plug in in a way that I do
13 think that the census count in
14 Philadelphia is going to turn out well
15 for all of us.

16 So together, between my
17 coalition and Stephanie's Philly Counts
18 office, we are really addressing the
19 unique challenges of the 2020 Census.
20 Some of this she had mentioned before.
21 One, the Census Bureau's reliance on
22 Internet responses raises concerns for
23 the folks that, let's say, don't have
24 Internet access or don't have the digital
25 literacy to navigate an online form or

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2 are simply afraid of putting their
3 information in in an online format. So
4 both of our teams are really trying to
5 address that.

6 Second, we're trying to address
7 the distrust of government piece. And,
8 Councilmember Green, you mentioned
9 earlier with the failed attempt to add
10 the citizenship question onto the census.
11 I mean, that's really symbolic of the
12 fear and distrust in communities,
13 especially of the federal government.
14 And so we are trying to overcome that
15 also.

16 And then the third thing we're
17 trying to overcome is, Census Bureau has
18 a smaller field capacity relative to
19 previous cycles. So as an example, in
20 2010 there were 19 area census offices
21 here in Pennsylvania. Now in 2020
22 there's only nine of those area census
23 offices. And we also know that the
24 hiring of address canvassers and
25 enumerators, the folks that go knocking

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2 on doors, is going to be less than in
3 previous cycles. And so both the
4 Keystone Counts coalition and the Philly
5 Counts office, we're really filling this
6 field capacity gap by utilizing
7 grassroots strategies. Stephanie
8 mentioned trusted messengers, right? So
9 both her office and the Keystone Counts
10 coalition has been incredibly effective
11 of getting trusted messengers to the
12 table. And so we're providing them with
13 the resources and the tools and the
14 talking points and the social media
15 toolkits and all of that in order to help
16 them raise awareness in their own
17 communities.

18 And we really know from
19 research that it takes a person hearing
20 about something 7 to 12 times before they
21 feel comfortable taking an action. So my
22 hope is that between the Census Bureau's
23 work, between the Philly Counts office's
24 work, and then the Keystone Counts
25 coalition's work, between all of us,

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2 we're able to get to 7 to 12 times, but
3 it really is going to count on everyone
4 talking about the census and getting
5 engaged and spreading the word.

6 And so we at Keystone Counts
7 are specifically gearing up and helping
8 non-profits build out their civic
9 engagement capacity, and our vision is
10 really that the census is a beginning.
11 Like maybe non-profits build out their
12 civic engagement capacity, mobilize their
13 communities for the census for the first
14 time, but then in the future are able to
15 mobilize their communities for other
16 things as well. And so we really look
17 forward to non-profits building out their
18 capacity in this way, but we also look
19 forward to the continued conversation
20 about the census so that the census
21 remains in the public consciousness and
22 people are really hearing about the
23 census 7 to 12 times in order to get them
24 where they're participating.

25 And so I thank Council for

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2 dedicating the time today to hear about
3 this issue, because it's really going to
4 help get us there.

5 COUNCILMAN GREEN: Mr. Pierce.

6 MR. PIERCE: Absolutely.

7 Hello. I'm Michael Pierce and I am here
8 representing Generations On Line, a
9 non-profit organization dedicated to
10 bridging the digital divide for elders.

11 As Philadelphia citizens,
12 national leaders, and digital training
13 and stakeholders in the aging network,
14 Generations On Line recognized early on
15 that an online census geared to ease
16 things for the majority of the population
17 would actually be a burden and a
18 deterrent for the nearly 60,000 older
19 low-income Philadelphians who lack
20 Internet access, skills, and confidence.

21 And given that you already have
22 my written testimony on file, I am
23 hearing and heeding your call for
24 brevity. I'd just like to highlight a
25 couple of paragraphs in this, if I may.

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2 We created a tool to overcome
3 those barriers, and we've connected with
4 partners to help us deliver it.
5 Generations On Line has helped more than
6 110,000 older adults, seniors overcome
7 their fears and get online. Beginning in
8 2000, with support from the Mayor of
9 Philadelphia and the U.S. Secretary of
10 Commerce, we pioneered on-screen
11 trainings to overcome the barriers of
12 access, skill, and intimidation that
13 prevent the neediest from adopting
14 Internet technology.

15 After 19 years of experience,
16 we recognized the hurdles an online
17 government filing would present and that
18 the people we target, low-income elderly,
19 would be most affected by a primarily
20 online submission.

21 The elderly, particularly the
22 inner city poor, already fall into the
23 categories of those least likely to be
24 counted. They often have a mistrust in
25 government. They have privacy and cyber

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2 security concerns, physical handicaps,
3 and a lack of reliable Internet access
4 and a lack of confidence in their skills
5 to perform tasks online.

6 In Philadelphia, 217,027 folks
7 are 65 and over, not counting any
8 birthdays today. Twenty-seven percent
9 are not online, according to the gold
10 standard Pew study in 2019, which means
11 58,597 are older and not online. The
12 number is probably higher when you take
13 into account low education and low
14 income.

15 So here's what we've done and
16 how we expect our efforts will help lead
17 to a full count. We are building a new
18 on-screen tutorial to guide a timid
19 senior step by step through the specific
20 skills required to complete the online
21 census form, with large type, simple
22 English instructions on every screen.
23 They will practice checking boxes,
24 finding a drop-down answer, typing and
25 correcting on a device, et cetera. This

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2 will be both a web-based interactive site
3 so that no institution has to download
4 anything, and we will also register it as
5 an app so families can give their older
6 relatives and friends.

7 It's clearly a safe practice
8 tool and not the form itself, and we've
9 been guided all along by the wonderful
10 staff at Philly Counts.

11 We're going to create pop-up
12 census training sessions at senior
13 centers, public libraries, and
14 senior-friendly venues all across the
15 City. Through the initiation of
16 Councilman Jones' office, we will train
17 30 block captains, working through Block
18 Captains United Association. They will
19 serve as coaches in two large -- two key
20 target areas of West Philadelphia,
21 because they are trusted voices in the
22 low-income communities.

23 Seniors value privacy and do
24 not want anyone else to fill out or see
25 their information. It's also the law.

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2 Our census training tool will enable them
3 to complete the form themselves through a
4 link to the real site after completing a
5 safe, simplified guided practice on each
6 task. Block captains and coaches will be
7 trained to explain the difference and to
8 distance themselves when the seniors are
9 beginning to file their real form, a
10 Title 13 requirement.

11 We're grateful for this
12 opportunity to share our work and are
13 open to any thoughts that Councilmembers
14 may have for a training center in their
15 district where there are older adults who
16 fear technology. We will rely on
17 partners for deployment and continue to
18 seek funding to make this tool as widely
19 available as possible. Our goal will be
20 to have a pop-up sip and swipe census
21 training center all over the City and
22 provide our training website and app to
23 any organization or caregiver that wants
24 it for free throughout the month of
25 March. We're proud to play a role in

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2 this critical effort.

3 Thank you for your time, your
4 attention, and your service.

5 (Applause.)

6 COUNCILMAN GREEN: Thank you.
7 Thank you for your testimony. I just
8 have a few quick questions. I was not
9 aware of some of the work that
10 Generations On Line was doing. As a
11 former Board President for the Center in
12 the Park, which I would say is one of the
13 premier senior centers in the City -- I
14 see one of our former Board members also
15 here in the audience -- but also the Vice
16 Chair of the Council Committee on Aging,
17 this is a population I've been concerned
18 about in reference to the census, our, as
19 my father would say, seasoned citizens
20 who may not have access to technology or
21 some concern with technology. So the
22 work that you're doing; in fact, you're
23 working with Philly Counts, is very
24 important.

25 Also as I transition to Ms. Lin

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2 and your work with the Keystone Counts
3 coalition, I get your e-mails, so thank
4 you for sending the information out, but
5 also I wear a different hat not only as a
6 member of City Council but also as the
7 First Vice President for the Pennsylvania
8 Municipal League. And so if I remember
9 correctly at our League Summit, which I
10 was not able to attend this year but in
11 previous, I think last year, Lynne Newman
12 was there on behalf of the Census
13 starting to talk about the census,
14 getting the word out. Some of the
15 information you provided in reference to
16 the lack of centers coming up with the
17 2020 Census as compared to 2010, and she
18 was involved in the 2010 Census, that
19 started my concern regarding that.

20 So what has been the outreach
21 that Keystone Counts has made in
22 reference to Pennsylvania Municipal
23 League or other organizations like that
24 where you have elected officials who
25 represent various cities, towns, villages

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2 across the Commonwealth?

3 MS. LIN: So most of our work
4 in terms of recruiting organizations to
5 join the coalition is really targeted
6 towards community-based, more grassroots
7 organizations.

8 With that said, I also do
9 present and raise awareness across more
10 grass-top organizations, like the
11 Municipal League. Last Friday I was just
12 at the NAACP state convention in
13 Harrisburg, and Lynne and I actually
14 spoke in the same segment, both trying to
15 raise awareness about the census.

16 COUNCILMAN GREEN: Yeah. I
17 would definitely encourage you to reach
18 out to Pennsylvania Municipal League.
19 Rick Schuettler is the Executive
20 Director. Our Deputy Executive Director,
21 John Brenner, is a former Mayor of York,
22 Pennsylvania. And so they have a very
23 strong network through the League through
24 various cities all around the
25 Commonwealth, and I think it is another

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2 way of getting the word out.

3 I think we need to use every
4 arrow in our quiver in reference to
5 getting the information out now, so that
6 way, we can make sure that every person,
7 not just in the City of Philadelphia but
8 the Commonwealth of Pennsylvania, is
9 counted accurately.

10 And give me your perspective
11 also on the types of organizations who
12 are part of your membership.

13 MS. LIN: So it really is a
14 spectrum. So some of them are like more
15 statewide advocacy organizations like
16 Pennsylvania Partnerships for Children,
17 for example. So all the way from
18 statewide advocacy organizations to like
19 a local grassroots organization.

20 COUNCILMAN GREEN: Okay. And
21 then I'll close with this question: Are
22 there from your work you're currently
23 doing -- this is both for you, Ms. Lin,
24 and you, Mr. Pierce. Are there
25 additional steps that can be taken? I

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2 know funding is always a concern and a
3 challenge and we can always use more
4 resources, but are there other steps that
5 can be taken, other advocacy groups or
6 organizations that you've not been able
7 to connect with or other ways that we can
8 help move the needle to help make sure
9 that everyone is counted in the
10 Commonwealth of Pennsylvania?

11 MS. LIN: So I think it's all
12 about getting folks to hear about the
13 census 7 to 12 times. So really I don't
14 think any type of outreach education
15 effort would be like too much. I think
16 all of it needs to happen in order to
17 make sure that folks are getting those
18 multiple times hearing about it.

19 I think in terms of
20 organizations that haven't joined the
21 coalition but that should, I think it's
22 one of those issues where it's like I
23 don't know what I don't know. So I'm
24 more than happy to take recommendations
25 in terms of what organizations need to be

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2 at the table. I think your
3 recommendation of the Pennsylvania
4 Municipal League was a great one, and I
5 will definitely follow up on that.

6 MR. PIERCE: And as I
7 mentioned, our focus is primarily on
8 senior citizens, and one of the obstacles
9 that we always encounter is finding a
10 friendly rapport that the people can
11 trust. So we're always trying to
12 identify the places in the neighborhoods
13 in Philadelphia where seniors are already
14 gathering and have people they already
15 trust so that we can train those people
16 to just be our arms and legs and voices
17 to get the training done.

18 COUNCILMAN GREEN: And just one
19 follow-up question. Is there a
20 comparable organization for the work
21 you're doing here in Philadelphia,
22 Mr. Pierce, on the Commonwealth level?
23 Because I would venture that not only
24 this issue for low-income or those
25 elderly Philadelphians that don't have

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2 access to technology, but I would say in
3 rural parts of the Commonwealth, some of
4 the inner ring suburban cities in the
5 Commonwealth. I'm thinking of
6 Coatesville or Chester or Norristown or
7 Erie or Reading or Pottstown or Aliquippa
8 or Penn Hills. I'm just thinking of
9 different cities around the Commonwealth
10 who would have similar challenges and
11 concerns like older low-income
12 Philadelphians.

13 MR. PIERCE: We are a national
14 organization, so we're working on not
15 only statewide but nationwide. We've
16 been having a lot -- doing a lot of work
17 in rural areas where the rural
18 population, at least senior population,
19 is even less connected to the Internet.
20 So while we've been working with
21 Councilman Jones with particularly
22 Philadelphia and with Philly Counts,
23 we're also -- this app that we're
24 building, this tool that we're building
25 will be available nationwide.

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2 COUNCILMAN GREEN: I'm thinking
3 it may be a good idea to reach out to the
4 Wolf Administration, to the Secretary of
5 Aging, to talk about this issue and talk
6 about the opportunities to participate in
7 the census and using that agency, which
8 is a statewide agency, to help get the
9 word out regarding census, especially to
10 those Pennsylvanians who are in areas
11 that may not have access to technology
12 because they're in a rural area or an
13 urban area that has some resource
14 challenges.

15 MR. PIERCE: Absolutely. Thank
16 you.

17 COUNCILMAN GREEN: Okay. Is
18 there anyone else that would like to
19 testify on this resolution, Resolution
20 No. 180316?

21 MS. MORALES: Yes.

22 COUNCILMAN GREEN: Okay.
23 Please come up. And we don't have but so
24 much time, because there is a 1 o'clock
25 hearing.

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2 (Witness approached witness
3 table.)

4 COUNCILMAN GREEN: If you could
5 just state your name and your
6 organization for the stenographer.

7 MS. MORALES: Good afternoon.
8 My name is Charito Morales and my
9 organization is Providence Center in
10 north side of the City of Philadelphia,
11 Fairhill area.

12 COUNCILMAN GREEN: Okay.

13 MS. MORALES: I'm here because
14 it's important for us to be count. We
15 have a large of the Latino community that
16 came over here after the disaster of Irma
17 and Maria. We have a lot of brothers and
18 sisters that came from Venezuela,
19 Dominican Republic, and they do never
20 vote here. They don't know what is a
21 census. They do not know, you know, what
22 to do and how it's going to be counted.
23 A lot of them are really scared.

24 So what we are doing in the
25 North Philadelphia area, that we already

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2 start talking to each individual in their
3 own language and are they getting to
4 understand. They feel confident that we
5 are going to do a tremendous job here at
6 the City of Philadelphia. They getting
7 to trust us, the community outreach
8 specialists. We are walking and talking
9 with Pedro Rodriguez. He's right behind
10 me. And he's providing us a lot of
11 information, resources ahead of time,
12 because it takes time.

13 I overheard what you just said
14 about going to different areas, that
15 rural areas in State of Pennsylvania,
16 which we also have a lot of Latino
17 community in there, and of course they
18 don't have access to a computer and they
19 never use a computer before, and I think
20 it's important that we all get together
21 and start in outreach in these areas and
22 using the resources that we have and, if
23 it's possible, can outreach that areas
24 too.

25 Everybody has to be count, but

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2 we also have to make sure that everybody
3 knows how important it is and what is the
4 census and what type of resources we are
5 going to bring to the community if they
6 get count. So we're going to need all
7 these fundings. We're going to need a
8 lot of help and resources to provide this
9 information to the Latino community. Not
10 only Latino community. Every community
11 that has come over here in the last three
12 years now.

13 COUNCILMAN GREEN: Okay. Ms.
14 Reid, if you could come back to the table
15 real quick.

16 (Witness approached witness
17 table.)

18 COUNCILMAN GREEN: Thank you
19 for your testimony. In fact, your
20 testimony and comments triggered another
21 question. Because you've been working
22 with Mr. Rodriguez, I know your
23 organization is working with the Philly
24 Counts Committee.

25 But, Ms. Reid, I guess my

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2 question is, what about some of the newer
3 immigrants who have come to the City of
4 Philadelphia? Are you working with the
5 Mayor's Office on African and Caribbean
6 Affairs? There are other organizations
7 that I'm thinking about, like SEAMAAC in
8 South Philadelphia, organizations like
9 Intercultural Services based in West
10 Philadelphia that have a wide range and
11 diaspora of dialects that do
12 interpretation services. Are those
13 organizations you're already having some
14 outreach with?

15 MS. REID: They are. We have
16 an immigrant and LEP, limited English
17 proficiency, subcommittee that is chaired
18 by Will Gonzalez, who is the head of
19 CEIBA, and all of those groups have been
20 part of the meetings, because we
21 recognize that that's a significant part
22 of the work that we need to do.

23 COUNCILMAN GREEN: Right.
24 Because there have been newer immigrant
25 groups that have been coming to the City

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2 of Philadelphia, especially within the
3 past seven or less years, that do not
4 necessarily have an established community
5 organization that represents them, and
6 there's been other organizations who have
7 come in filling that void. But I think
8 that's very important, because there's
9 still -- we don't want to miss any gaps,
10 and to the extent that we can reach out
11 to every organization, either if they
12 don't have an established community
13 organization that represents them, there
14 may be others that can provide that
15 assistance.

16 MS. REID: Yeah. And our hope
17 is that -- I think that's a really
18 important point that you make, that all
19 groups don't have an organization that
20 represents them. I really think the
21 multi-pronged approach is important for
22 that reason, because if we are not
23 catching people through an organization
24 like that, perhaps where -- I know we had
25 a meeting this past week with DBHIDS, for

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2 example, right? Maybe we'll catch people
3 through some of that work.

4 I think what is helpful is if
5 you know of groups that might not be
6 represented like that, if there's someone
7 we can connect with, that's really
8 helpful. We certainly want any leads to
9 people we can talk to, and we're trying
10 to just make sure that -- there's so many
11 tentacles out there, there's always going
12 to be some people that slip through. I
13 think we have to know that. What we want
14 to do is minimize that.

15 Another way that we catch
16 people, that I think we'll catch some
17 people is through the School District.
18 So our Children and Youth Subcommittee is
19 chaired by Dr. Hite, and one of the
20 things that we are trying to work out
21 with them right now is for -- there's a
22 parent-teacher conference period that
23 will happen in April, and we're trying to
24 work out with them that we train the
25 teachers to have an elevator conversation

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2 during parent-teacher conferences with
3 all the parents about the census and that
4 then there's computers available at the
5 school so they can ask parents before you
6 leave the school, please go complete the
7 census.

8 So these are examples of ways
9 we're trying to like layer and layer and
10 layer so that people who might slip
11 through the cracks in other places get
12 caught through large structures that we
13 have.

14 MS. MORALES: And I want to add
15 to that, and I'm sorry. In Providence
16 Center -- I speak five languages. In the
17 Providence Center, we speak eight
18 different languages, because we know that
19 it is important to the people in our
20 community to serve in their own language.
21 So we different organizations like APM,
22 CEIBA, we have Concilio, Congreso, that
23 we have a lot of multi languages. I am
24 legal and a medical interpreter. We are
25 certified, and we are ready for the

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2 census this year.

3 So we do have a large community
4 who speak different language, and so we
5 are really aware that all these people
6 are coming over here from Liberia, Sierra
7 Leone. So I speak Lingo, which is
8 important. It's really difficult to
9 communicate with these individuals. So
10 we are ready for these individuals in our
11 community, especially if people come from
12 Italy. I speak Italy. I also speak
13 Quechua and Aduwa, which is indigenous,
14 which we have a lot indigenous coming to
15 our language. So I think pretty much in
16 language base, we are kind of ready, and
17 if it's something that we cannot
18 interpret or translate in their own
19 language, we are going to have other
20 individuals that also speak other
21 languages besides the one that we speak
22 at the Providence Center.

23 COUNCILMAN GREEN: Yeah. One
24 last point is that I know from the
25 Complete Count Community -- Reverend

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2 Waller is a member of that committee. I
3 know there's other religious leaders on
4 the Complete Count Committee. However,
5 in some of these communities that we're
6 talking about trying to tap into, some of
7 the religious leaders in those
8 communities may also be helpful, because
9 there may not be an established community
10 organization, but there more likely than
11 not is an established religious
12 institution that could be tapped into as
13 a way of getting information out
14 regarding the census, especially when you
15 look at some of the very diverse
16 communities in the City of Philadelphia
17 coming from the Latin, African, European
18 diaspora. So there's some opportunities.
19 And as well as the Asian diaspora as
20 well.

21 MS. REID: Completely agree.

22 Some of our largest Census Champion
23 Trainings were ones that were related to
24 a church or some faith institution. So
25 Pastor Waller's, I think we had like 300

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2 people there. And I do think that's a
3 really important piece of the equation.

4 One of the things we've done
5 very recently was, some of our
6 subcommittees -- and our Interfaith is
7 one of them. We've been having trouble
8 doing like a citywide group, and I think
9 it's because the work is so place-based.
10 So we just had a meeting this week with
11 some of the subcommittees. It was
12 Interfaith, African American, Aging to
13 talk about how do we start to pivot into
14 more geographical so that we're pulling
15 all of those organizations that are
16 supporting a community together to kind
17 of collect and plan and place.

18 COUNCILMAN GREEN: As you're
19 talking, it made me brainstorm about
20 other resources and opportunities. So
21 the City's Philadelphia More Beautiful
22 Committee with the block captains, you
23 know, they do an annual spring cleanup.
24 They're just happening right now.
25 They're having their annual block

1 10/22/19 - LAW & GOV. - BILL 190607, ETC.

2 captains awards program. So I think
3 using every resource that we have, and
4 that's another resource that's very, very
5 grassroots. A number of lots throughout
6 the City have block captains and junior
7 block captains. We talked earlier about
8 committee people. So we even have the
9 Police Advisory Committees. In the
10 School District, we have the SACs,
11 Student Advisory Committees, and Home and
12 School Associations.

13 So we should try to reach out
14 to every type of organization that's
15 grassroots just to get information to
16 them so they can spread the word, so we
17 don't have 414,000 people not counted in
18 the City of Philadelphia and we lose
19 \$2,100 per person.

20 MS. REID: Completely agree.

21 Thank you.

22 COUNCILMAN GREEN: Okay. Thank
23 you.

24 If there's no one else here to
25 testify on Resolution 180316?

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2 (No response.)

3 COUNCILMAN GREEN: Seeing none,
4 this hearing of the Law and Government
5 Committee will be recessed to the call of
6 the Chair.

7 Thank you.

8 (Committee on Law and
9 Government concluded at 12:32 p.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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