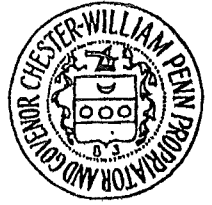


THE COUNTY OF CHESTER



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Executive Director

PLANNING COMMISSION
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(610) 344-6285 Fax (610) 344-6515

MEMORANDUM

To: Municipal Manager/Secretary

From: Brian N. O'Leary, Executive Director, Planning Commission *BNO*

Date: January 24, 2020

Re: 2020 U.S. Census Outreach in Chester County

As you know, the 2020 Census is right around the corner, and we at the Chester County Planning Commission are seeking assistance in publicizing the importance of completing the census and being counted. We hope that you will be able to help.

In the summer of 2019, the Chester County Commissioners established the Chester County Census 2020 Complete Count Committee (CCC), which consists of a variety of community leaders from education, business, healthcare, and other public and private organizations. The focus of the CCC is to conduct public outreach to "hard-to-count" residents of Chester County who may include temporary residents, like college students or farm workers, and other people like seniors or recent immigrants who are less likely to fill out forms due to a lack of familiarity or a general distrust of government.

According to the Pennsylvania State Data Center, the investment made per person by the federal government every year in our state is \$2,093. Therefore, if just 0.5% of Chester County's 2018 estimated population (522,046) is not counted in the 2020 Census, there will be an undercount of 2,610 residents and a potential loss of \$5.5 million in federal funding to Chester County each year. A 1% undercount would result in a potential annual loss of \$10.9 million, while a 2% undercount would mean a potential loss of \$21.9 million.

During January and February of 2020, the CCC will be seeking organizations that wish to promote the 2020 Census by becoming a "Census Champion." A Census Champion is a civic group, business, government entity, social service organization, educational facility, or other organization that voluntarily agrees to promote the 2020 Census to the individuals with whom they interact. The primary goal of a Census Champion is to conduct outreach to "hard to count" communities which are more likely to be undercounted during the 2020 Census. Some organizations that have already become Census Champions are: The United Way of Chester County; The Phoenixville Senior Center; and the Maternal and Child Health Consortium of Chester County.

Attached is a package of brochures, posters, and other outreach materials that we are distributing to Census Champions to help them promote the census to their clients and communities. I am hoping that your office may also have opportunities to distribute these materials as part of your normal ongoing interactions with Chester County residents during January, February, and March of 2020. All of these materials can be downloaded as a pdf from the CCC web page at: www.chesco.org/planning/cccc.

If you have any questions please contact me or Jake Michael with the Chester County Planning Commission at chescocensus@chesco.org or 610-344-6285.

Talking Points

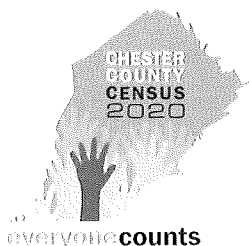
Benefits of the 2020 U.S. Census

The U.S. Census is the basis for distribution of federal and state funding, political representation, and community decision making. An accurate census will ensure that county residents receive their fair share of federal funding. Since the last U.S. Census in 2010, it is estimated that the population of Chester County has grown by 5 percent, which is just over 23,000 people.

Funding

The 2020 U.S. Census guides the federal government in distributing its funds. During fiscal year 2015, 132 federal programs used Census Bureau data to distribute more than \$675 billion in funds. State funding is also based on census data. In fact, Chester County's 2018 budget included a total of \$192.1 million in Federal and State grants, which is 41 percent of the operating budget.

- **Youth programs.** Federal funding is critical for the county's youth. Examples include the Chester County Economic Development Council's after school program; after school and summer youth programs sponsored by the Garage in Kennett Square; and the Young Men and Women in Charge (YMWIC) program of STEM.
- **Municipal public facilities.** Local communities also benefit from federal funds. Example facilities include Phoenixville Borough's waterline replacement, Valley Township's Manor Road storm sewer installation, capital improvements to the Coatesville Area Public Library, and senior center renovations in Kennett Square Borough, Phoenixville Borough, and the City of Coatesville.
- **Workforce development programs.** Federal money helps people find and train for new and better jobs. For example, the HireOne program, the Certified Nurse Aide Training, and the GED Education and Testing Services.
- **Affordably-priced homes.** Federal money supports new housing for county residents, such as 50 units at Eagleview Senior Housing in Uwchlan Township, the First-Time Homebuyer Program, and the upcoming 61-unit Red Clay Manor development in Kennett Square Borough.



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