

MEMORANDUM OF UNDERSTANDING
BETWEEN THE CHESTER COUNTY PLANNING COMMISSION AND

WHEREAS, on September 21, 2019 the Chester County Commissioners announced that a countywide Census 2020 Complete Count Committee (hereinafter called the “CCC”) had been formed to encourage all residents to participation in the 2020 Census which will take place in April 2020;

WHEREAS, the CCC is a group of volunteers who, at the local level, develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community;

WHEREAS, _____, (hereinafter called the “organization”) currently conducts ongoing outreach to, and interaction with the residents of Chester County, and is an organization which desires to assist the efforts of the CCC;

NOW, THEREFORE, the CCC and the organization agree to the following:

- I. The organization agrees to serve, for the term of this agreement, as a “Census Champion.” A Census Champion is a civic group, business, government entity, social service organization, educational facility, or other organization that agrees to promote the 2020 Census to the individuals with whom they interact. This outreach will have to occur in January, February, and March of 2020 to help spread the word by April, when the Census will be taken.
- II. The primary function of a Census Champion will be to initiate direct face-to-face contact with people who belong to hard-to-count communities. The key is to identify TRUSTED AND INFORMED people, who have already established good relationships with hard-to-count residents in Chester County. These could include older people with mobility limitations, renters, recent immigrants, college students, farm workers, Latinos/Hispanics, African Americans, South Asians, and the Amish. A Census Champion shall also, if the opportunity arises, identify other organizations that could become Census Champions and inform the CCC of such organizations.
- III. As a Census Champion, the organization agrees that during their interactions with residents of Chester County, staff from the organization shall publicize the value and benefits of residents participating in the 2020 Census.
- IV. The CCC, largely through CCPC staff, shall provide support to Census Champions, including but not limited to: 1) Providing training materials such as talking points and frequently asked questions to guide intentional conversations; 2) Limited printing of materials; 3) Providing materials such as posters, social media toolkits, newsletter articles, and digital graphics.

- V. The CCC and the organization shall, as needed, employ standard outreach techniques such as: 1) Placing posters on bulletin boards at social service offices, grocery stores, doctor's offices, libraries restaurants, schools, day care centers, senior centers, etc.; 2) Participation in events with tables providing information; 3) Placing announcements or ads in newsletters, printed or emailed; 4) Distributing information as website posts, direct email blasts, social media posts, or circulars; and 5) Presenting information through speaker presentations at events or door-to-door advocacy.

- VI. As a Census Champion, the organization shall permit the CCC to use its name and, if available, its graphical logo, on CCC documents and web pages for Census 2020 activities.

- VII. The CCC shall permit any Census Champion organization to use the CCC name and its graphical logo on the organization's documents and web pages for Census 2020 activities.

DURATION: This agreement will remain in effect until June 1, 2020 or until modified or terminated by the respective parties. In the absence of mutual agreement, the agreement shall be terminated by either party upon thirty (30) days written notice to the other party.

SIGNATURES:

DATE: _____

By: _____

Brian N. O'Leary

Executive Director, Chester County Planning Commission

DATE: _____

By: _____

Print Name: _____

Title: _____