

For Release Monday 8/17/2020

County of Berks / COVID-19 Leadership Team Press Alert

Berks Commissioners' Weekly Update to highlight Census 2020 efforts

Reading, PA— 8/17/2020 — The Berks County Commissioners will host their Weekly Media and Public Update on Wednesday, August 19, 2020 at 3:30PM on Microsoft Teams Live Event. Click [here](#) to find the link to this meeting. This week's update will focus on the 2020 Census, highlighting where Berks is at as far as response rates, what efforts have been done so far and what more needs to be accomplished before the Sept. 30 deadline. The conversation will include members of the Berks County Complete Count Committee and a representative from the Philadelphia Regional Census Center. This Press Event will also be streamed Live to the Berks County [Facebook](#) and [YouTube](#) pages.

Welcome – Commissioner Christian Leinbach

Comments – Commissioner Kevin Barnhardt

Comments – Commissioner Michael Rivera

Introductions of the Panel – Commissioner Barnhardt,

Chair of the Berks County Complete Count Committee

- **Paul Janssen** - Director of the Center for Excellence in Local Government at Albright College and member of the Berks County Complete Count Committee
- **Isabel Monterrosa** – Publicity and Volunteer Coordinator for the Berks County Complete Count Committee
- **Steve Shope** - Supervisory Partnership Specialist with the Philadelphia Regional Census Center
- **Yamil Sanchez Rivera, Ed. D** – Chief Administrative Officer, Reading School District

The Panel will address the following questions and topics:

1. Discuss the purpose of the census and the importance of having everyone in Berks counted. What is the information collected during the Census used for? How does it affect the federal funding Berks receives?
2. Review the response rates so far for Reading, Berks County, Pennsylvania and nationally and how they measure up with past years.
3. The Census deadline was recently moved from the end of October to the end of September. How will that impact local efforts? What must be done in the next six weeks before the deadline?
4. What efforts have been done locally to increase our response rate? Are there any other events coming up that the public should know about?
5. What kind of impact has the COVID-19 pandemic had on the Census and the committee's plans for outreach? What steps has the committee taken to follow safety precautions while hitting the streets? Any creative ways to adjust to the restrictions?

Question and Answers – Facilitated by Commissioner Barnhardt

###

For more information, press only:

Stephanie Weaver, Public Relations Officer

Office: 610-478-6136 x6112

Cell: 610-816-1242

Email: sweaver@countyofberks.com

www.DoYourPartBerks.com www.CountyofBerks.com