April 8, 2024

Every Voice, Every Vote 2.0

Boosting Philadelphian's civic engagement and actively participating in strengthening local government accountability

Every Voice
Every Vote

Agenda

1. **EVEV Project Team Introductions**

2. **Every Voice, Every Vote: History + Background**

3. **Every Voice, Every Vote 2024**

4. **Grant Guidelines**
   a. Media
   b. Community

5. **Grant Timeline**

6. **Q& A**

Every Voice, Every Vote: Project Team

Every Voice, Every Vote Project Team

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Program Analyst

Every Voice Every Vote

Every Voice, Every Vote: History & Background

Every Voice
Every Vote

EVEV 2023: Voter Engagement, Education, and Awareness

Vision:

Launched in 2022 by The Lenfest Institute for Journalism, *Every Voice, Every Vote (EVEV)*, was designed as a citywide movement to elevate Philadelphia's diverse voices, inform voters, and promote civic action around the 2023 City of Philadelphia elections.

Every Voice, Every Vote brought newsrooms, community organizations, and Philadelphia residents together in a collaborative effort to address our city's most pressing needs. Our goal was to ensure that the issues that matter most to all of Philadelphia's communities were front and center in newsrooms, public debate, and candidate platforms.

Formed by a coalition of community groups, media organizations, and individuals - EVEV was the largest city-wide collaborative community and journalism project of its kind in America.

Mission:

To strengthen our city, we worked to ensure residents have access to high-quality information and tools that helped all city residents harness their power and hold Philly's elected officials accountable today, tomorrow, and beyond.

The EVEV 2023 Approach

A Citywide, Inclusive Process

Collaboration that includes the entire city doesn't just happen. It requires an intentional process to reach everyone, and that's the work we're committed to doing.

Prioritizing People Over Politics

Finding solutions to the most pressing issues affecting the quality of life in our city is more important than the politics that dominate typical election coverage and often get in the way of real progress.

Democracy That Works for Everyone

We want to help ensure that every Philadelphian has the information and tools they need to participate in a system that is intended to support us.

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EVEV 2023 Core Partners

34 Media Organizations

Community-based media, ethnic media, neighborhood-specific media, legacy, and traditional media, public media, producing print, digital, radio, and television content.

Media partners contributed issues-based news articles, data analysis, distribution networks, and unique journalistic and reporting expertise.

45 Community Organizations

Nonprofit organizations serving distinct Philadelphia communities (based on geography, identities, or issues) and citywide organizations focused on civic engagement.

Community partners served as trusted messengers to their diverse constituencies and partnered with news media to make their voices heard.

57 Social Media Ambassadors

Philadelphia-based trusted messengers engaged in dialogue with young audiences and encouraged civic participation.

Social Media partners were hyper-local individuals who engaged 700K+ social media users.

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EVEV 2023 Research

We were grateful to work with the Pew Charitable Trusts' team members to inform our public opinion poll.

We commissioned a comprehensive public opinion poll to understand the city's most pressing needs and the concerns of Philadelphians.

The public opinion poll allowed us to:

- Engage 58 residents, via focus groups, representing 26 ZIP codes across the city

- Survey 1,200+ Philadelphia residents via qualitative poll

- Support EVEV partners with in-depth data to provide their audiences with informed reporting

The Philadelphia Inquirer
What Philly residents said about the biggest issues facing the city in a new poll

A major new poll asked residents about the state of the city and the major issues it faces. Here's what they said.

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EVEV 2023 Research Key Findings

Here's what Philadelphians say are top priorities for the city's new mayor and elected officials to address in the next two years:

1. Crime
2. Public Schools & Education
3. The Economy & Jobs
4. Affordable Housing
5. Homelessness

WHAT PHILLY WANTS | SURVEY OF PHILADELPHIA VOTERS

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Every Voice, Every Vote: 2024

EVEV 2024-25: Civic Engagement Beyond Electoral Seasons
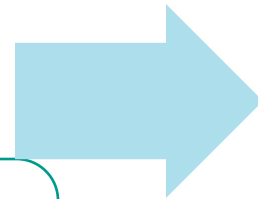
<u>Vision:</u>

A sustained, coordinated, citywide initiative to improve and broaden civic information and journalism regarding city government activities and their impact on people's lives.

<u>Mission:</u>

To inspire residents, strengthen local government accountability, and boost civic engagement.

Current State

- Fragmented and irregular information flow concerning City Hall activities.
- Many Philadelphians do not understand how city government functions, its impact on their lives, and the avenues available to stay engaged and informed.
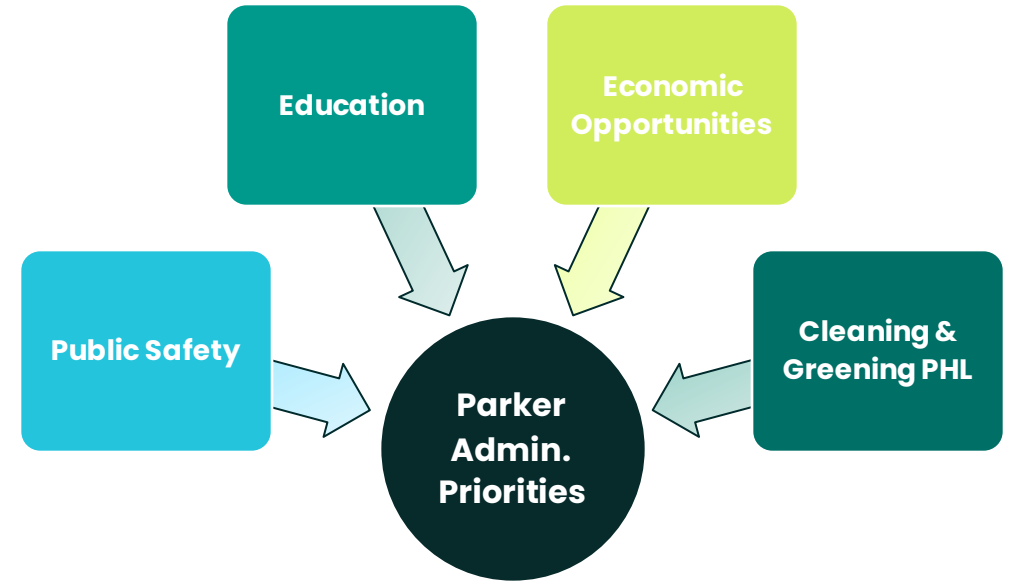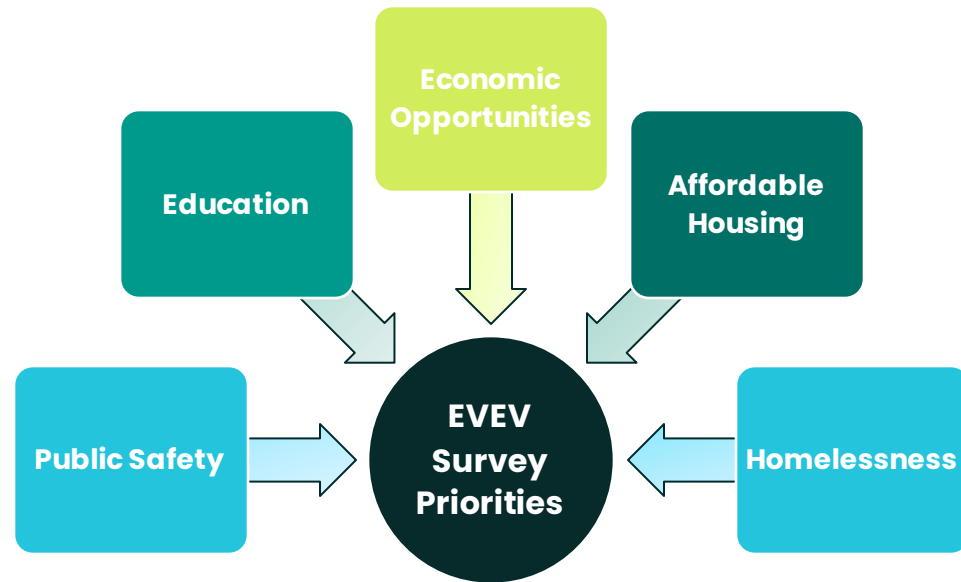
Future State

- A coalition of community and media partners collaboratively working to keep Philadelphians informed about city government and underscore its significance in their lives.
- Consistent access to credible and trusted information catalyzes enhanced civic engagement.

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EVEV 2024-25: Amplifying the Issues Philadelphians Care About

Our research brought to light that there are five critical issues Philadelphians identified as priorities. This next phase of work will continue to engage Philadelphians around these issues.

Our plan is to revisit our research efforts, in partnership with supporting research like PEW's State of the City report, to ground the focus of this initiative and ensure it is representative of what matters most to Philadelphians. We are committed to inclusivity and responsiveness to the community's input.

Mayor-Elect Parker has shared four broad key priority areas for her new administration. These priorities align closely with the issues our research revealed via "What Philly Wants: The Every Voice, Every Vote Survey of Philadelphia Voters."

Education · Economic Opportunities · Affordable Housing · Public Safety · EVEV Survey Priorities · Homelessness

Education · Economic Opportunities · Public Safety · Parker Admin. Priorities · Cleaning & Greening PHL

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EVEV 2024-25: Plans & Goals

What we plan to do for our city

BE HEARD
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Let public officials and fellow community members know our priorities, at the polls and in our neighborhoods.

BE ENGAGED
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Participate in town halls and civic engagement events to dive deep into the issues that matter most to us.

BE ACCOUNTABLE
Every Voice Every Vote

Transcend apathy and ensure public officials and communities are doing their part.

TAKE ACTION
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Make change in small and big ways: sign petitions, show up to public meetings, unite our neighborhoods around important issues.

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Every Voice, Every Vote: Grant Guidelines

Media Partners

Philadelphia-based media outlets of all kinds– community-based media, ethnic media, neighborhood-specific media, legacy and traditional media, public media, producing print, digital, radio, and television content.

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Funding Priorities

- Solutions, service, data, engaged, and government accountability journalism

- Civic literacy products

- Collaborative community engagement activities with Community Partners

- Translation services

- Projects focusing on one or more of the following issue areas:
    - Public Safety
    - Education
    - Economic opportunities
    - Affordable Housing
    - Homelessness
    - Sustainability

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Project Types

- **Solutions journalism** focused on key issues

- **Service journalism** about how Philadelphia's government works and ways citizens can engage in civic life.

- **Data journalism** that illustrates the scope and depth of key issues and tracks the progress of government action on those issues.

- **Engaged journalism** that builds strong relationships between newsrooms and communities and provides a platform for communities to share their stories about key issues and local government.

- **Translation services** or multi-lingual products, services, or activities.

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Additional Considerations

- Funded projects must be fact-based and non-partisan. Funding cannot be used for opinion pieces.

- Content produced through the funded project must:

  - Be made available to audiences free of charge (outside of paywalls)

  - Be made available for republishing on the aggregate project site

  - Include project branding and acknowledgment

  - Disclose support from project supporters

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Community Partners

Organizations must be located within Philadelphia County and/or primarily serve Philadelphia residents.

Must be a 501(c)3 nonprofit or fiscally sponsored organization whose mission, programs, or services are designed to address the needs of underrepresented communities in Philadelphia defined by geography, identities, or issues.

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Funding Priorities

- Projects/events/activities focused on the following:
    - Civic Education/Literacy: Local government structure
    - Engaging residents in conversation/discussion on local government issues, policies, and solutions
    - Community insight/evaluation of city government initiatives, efforts, and policies

- Civic resources and information

- Projects focusing on one or more of the following issue areas:
    - Public safety
    - Education
    - Economic Opportunities
    - Affordable Housing
    - Homelessness
    - Sustainability

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Project Types

Funds may be used to develop and/or implement a specific set of programmatic activities. Projects may include but are not limited to:

- Education on how the city government is structured to address these issues. This might involve explaining the roles of different branches of government (executive, legislative, etc.), relevant departments, and agencies responsible for tackling these priorities.

- Partner with local government agencies to share information about city plans, initiatives, and opportunities for residents to get involved. This could include presentations from city officials, Q&A sessions, or updates on ongoing projects.

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Every Voice, Every Vote:
Key Dates

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2024 EVEV Grant Timeline

April 19: Applications Due

Week of May 20: Grant Approval Notices

June 1: Grant Awards Processed

June 20: Grantee Kick-Off Meeting

November 30: Interim Grant Reports Due

November 30, 2025: Final Grant Reports Due

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2024 EVEV Grantee Bi-Monthly Meetings

- **June 2024**
- **August 2024**
- **October 2024**
- **December 2024**
- **February 2025**
- **April 2025**
- **June 2025**
- **August 2025**
- **October 2025**

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Registration in Fluxx

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Fluxx Registration

Create a new user account by clicking **Create an Account Now** on the Lenfest Institute Fluxx landing page.

Note: **Previous grant applicants and grantees will have accounts already in the system** and can login as usual or reset their password.

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Application Type

When creating a user account, you will be prompted to select an Applicant Type.

- Choose **On Behalf of an Organization** in the dropdown field to fill in organization *and* individual information, such as the organization's Tax ID.

- Choose **Independent Applicant** to only fill in an individual's contact information. Note: All fields with labels in bold indicate required information.

After submitting all required information, you will receive a popup indicating your submission is being reviewed by staff and you will receive an email within two business days.

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Registration Completed

Below is the message you will receive when your registration is complete. **Click the link under the word "password" to create a new password.** Note: The link itself is not your password.

Welcome to our application portal! You have been assigned a user name and password. These credentials allow you to login at https://lenfestinstitute.fluxx.io to start the application process.

User Name: [will be your email]

Password:
https://lenfestinstitute.fluxx.io/token/a95998df50970c1ab3ab2098b86e242cafdf6da ee4612d1108

Q&A

Thank you!

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