

# Memorandum



CITY OF DALLAS

DATE January 10, 2020

TO Members of the Workforce, Education and Equity Committee: Casey Thomas (Chair), Jaime Resendez (Vice Chair), Paula Blackmon, Lee Kleinman, Mayor Pro Tem Adam Medrano

SUBJECT **Census 2020 Update**

The 2020 Census was briefed to the full City Council on September 18, 2020. Moving forward until April 1, 2020, which is National Census Day, our Census staff will be providing monthly update memos or status reports to the Workforce, Education and Equity Committee. Additionally, staff is planning to provide another full City Council briefing on March 4, 2020.

From March 2019 - July 2019, staff worked to implement Phase 1 of the City of Dallas Census 2020 strategic plan. That included research and development of the plan, as well as putting together the infrastructure for implementation. Additionally, staff worked to identify potential partners and stakeholders, the Office of Public Affairs and Outreach designed logos and collateral materials, and [www.dallascensus.com](http://www.dallascensus.com) was launched.

Phase 2 of the strategic plan, August 2019 - December 2019, focused on onboarding and training for outreach and awareness. In October, City employees attended a dedicated training session at City Hall. Following that training, City departments were engaged individually to develop additional strategies on how they can support the outreach efforts externally to the residents they serve.

Phase 2 also included onboarding and training of the City Council Complete Count Committee appointees to serve as District Captains and District Ambassadors for the Hard to Count areas. Throughout November 2019, staff hosted six in-person trainings around the city of Dallas, three of which were webinar trainings. Additionally, staff attended community meetings, summits, and townhalls to raise awareness about the City's Census efforts.

In November 2019, the Complete Count Committee hosted a Census summit organized by City of Dallas Census staff. The summit featured Congresswoman Eddie Bernice Johnson. Over 200 stakeholders attended to learn more about Census 2020 and how to get engaged.

The implementation of Phase 3 of the strategic plan is underway. In Phase 3, which runs January 2020 – April 2020, staff will be intensifying outreach in Hard to Count areas of the city of Dallas through frequent direct engagement via community events. Staff has compiled a calendar of events which identifies opportunities for engagement. As National Census Day approaches, staff will heavily engage those entities already enlisted in Phase 2. In addition, staff will promote Citywide weekend-long participation events the last weekend in March.

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The City will host online popup Census participation events through the weekend of March 28-29, 2020, and the first two weeks of April. The events will be opportunities to drive residents to strategically placed kiosks to fill out the Census online. There will be entertainment, food, and giveaways to encourage Census participation. Additionally, engagement is underway with major telecom companies to provide data and tablets for the kiosks. The possibility of telecom companies hosting kiosks in their respective retail stores throughout the city is being explored as well.

Finally, the City of Dallas has partnered with Dallas County (and other cities within the county) to employ a vendor to serve as the Census 2020 super coordinator. The vendor will complement, not supplement, the work being done by Census staff and members of the Complete Count Committee. After an RFP selection process, the Dallas County Commissioners Court awarded the contract to Alpha Business Images (ABI) on January 7, 2020. ABI will use the City of Dallas Census 2020 strategic plan as a blueprint for their work. City staff will work very closely with the consultant and has already had two strategic planning sessions this week.

We will continue to keep you updated on the City's Census 2020 efforts. For questions or concerns, please contact me or Brett Wilkinson, Managing Director, Office of Strategic Partnerships and Government Affairs.



Kimberly Bizer Tolbert  
Chief of Staff to the City Manager

c:	Honorable Mayor and Members of the City Council	Joey Zapata, Assistant City Manager
	T.C Broadnax, City Manager	Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
	Chris Caso, City Attorney (Interim)	Michael Mendoza, Chief of Economic Development and Neighborhood Services
	Biliera Johnson, City Secretary	M. Elizabeth Reich, Chief Financial Officer
	Preston Robinson, Administrative Judge	Laila Alequresh, Chief Innovation Officer
	Majed A. Al-Ghafry, Assistant City Manager	M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
	Jon Fortune, Assistant City Manager	Directors and Assistant Directors