

# Memorandum



CITY OF DALLAS

DATE February 7, 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**

Following is the February Census update. As mentioned last month, Census staff will be providing these monthly update memos to the Workforce, Education and Equity Committee. Additionally, staff is planning to provide another full City Council briefing on March 4, 2020.

The Mayor's Complete Count Committee (CCC) will meet on February 10, at 4:30 in the L1 auditorium. The meeting purpose will be to provide an immediate implementation plan and to activate the full CCC. Representatives from area cities have also been invited. The goal is to ensure a uniform outreach message.

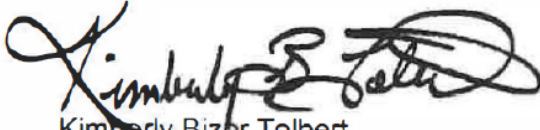
Implementation of Phase 3 of the City's Census strategic plan is underway. In Phase 3, which runs January 2020 – April 2020, staff will be intensifying outreach in Hard to Count areas of Dallas through frequent and direct engagement via community events. Staff has compiled a calendar of events, which identifies opportunities for engagement, outreach and awareness. Additionally, the City of Dallas is participating in the North Dallas Chamber of Commerce Civics for Business Census Program on February 21. The City of Dallas is also collaborating with the Communities Foundation, which is hosting a Census 2020 Summit in March. This summit will feature a heavy focus on activating non-profits.

Staff is also in the planning phase for Citywide weekend-long participation events the last weekend in March (March 28-29), 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. 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.

Alpha Business Images, the Dallas County vendor assisting with Census 2020, is on board and already working closely with the City's Census team. They are activating their own networks, in addition to the networks that the City has built, to implement outreach and awareness across the City, with a particular focus on Hard to Count communities. They are currently finalizing graphics for distribution in mid-February and have soft-launched the re-designed [www.dallascensus.com](http://www.dallascensus.com). They are providing immediate activation and implementation guidance for those who have expressed interest in participating with Census 2020 outreach and awareness. They are also recruiting additional partners and stakeholders for immediate activation.

DATE February 7, 2020  
SUBJECT **Census 2020 Update**

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 Bizar Tolbert  
Chief of Staff to the City Manager

c: Honorable Mayor and Members of the City Council  
T.C Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Billerae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer  
Michael Mendoza, Chief of Economic Development and Neighborhood Services  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors