

I COUNT, YOU COUNT,
WE ALL COUNT!



¡YO CUENTO, TU CUENTAS,
TODOS CONTAMOS!

Dallas City Council Briefing

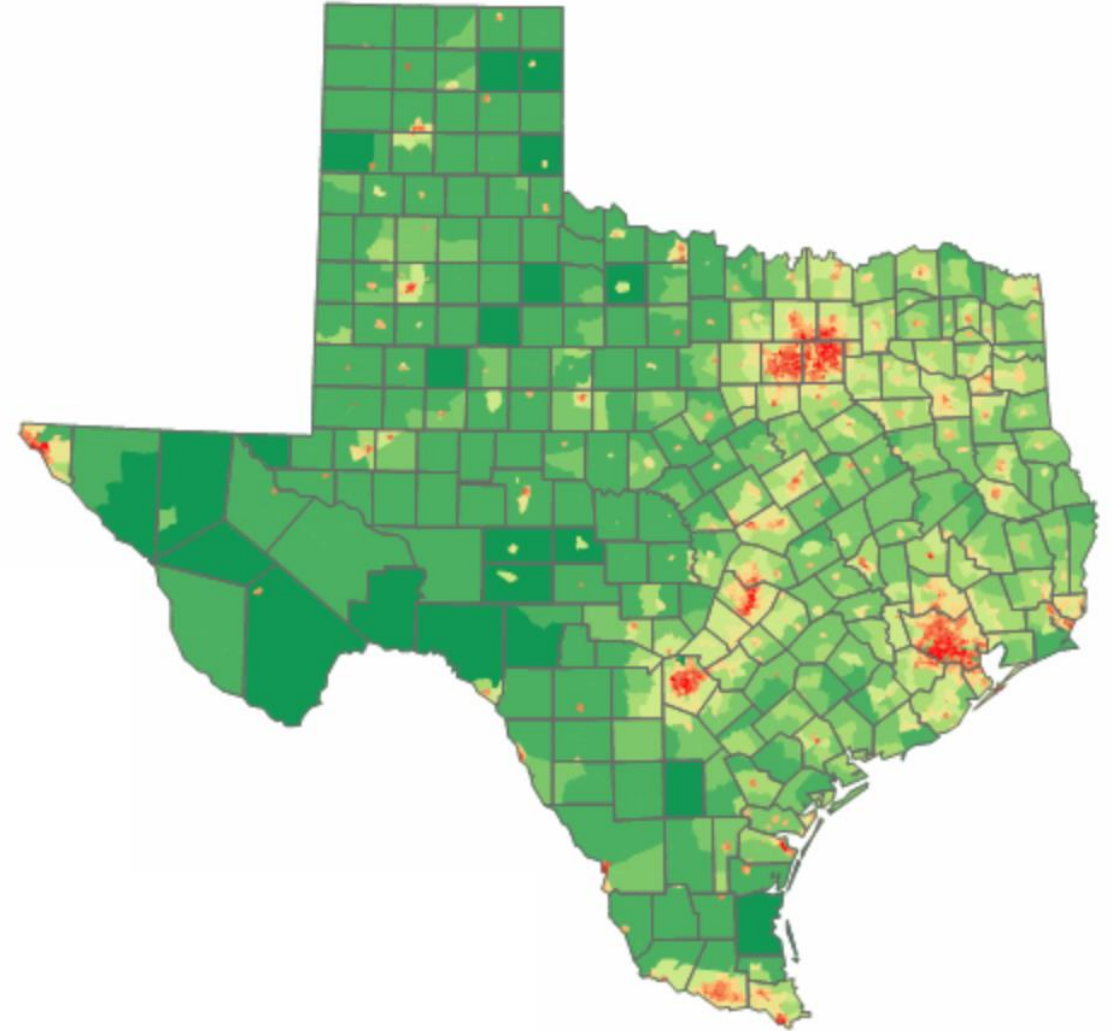
March 2020

New Census for 2020

- New: self-report online or by phone
- Only 5.8% will receive mailed census forms

Why Census?

- Federal government distributes ~\$675B in funding for education, transportation, health care, housing and more.
- Redistricting
- Congressional representation
- Business, jobs and amenities
- Plans for new homes and improve neighborhoods



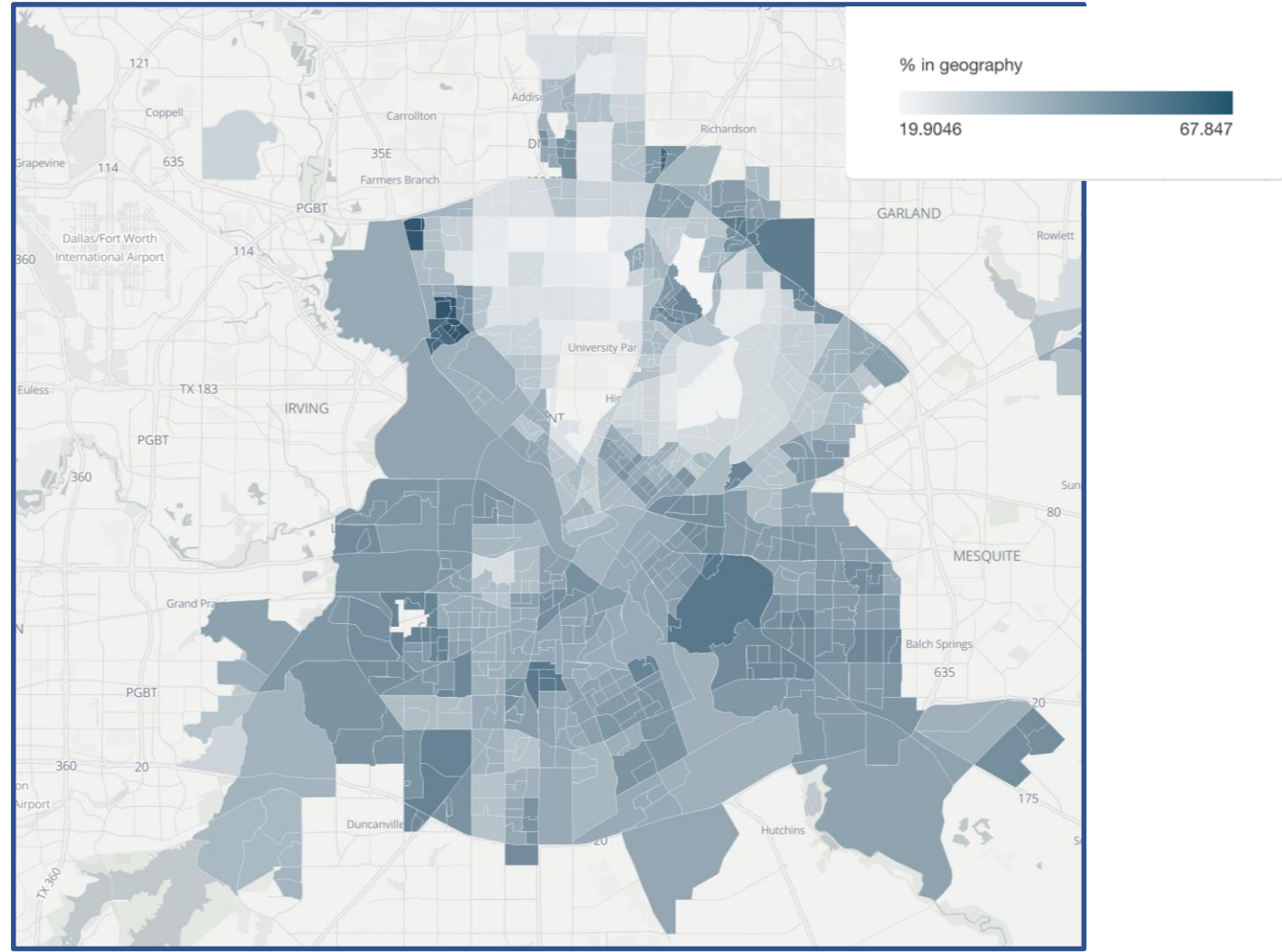
Overview

Emphasis on Hard to Count

- Low self-response rates
- 970k+ did not self-report*

Specific Populations

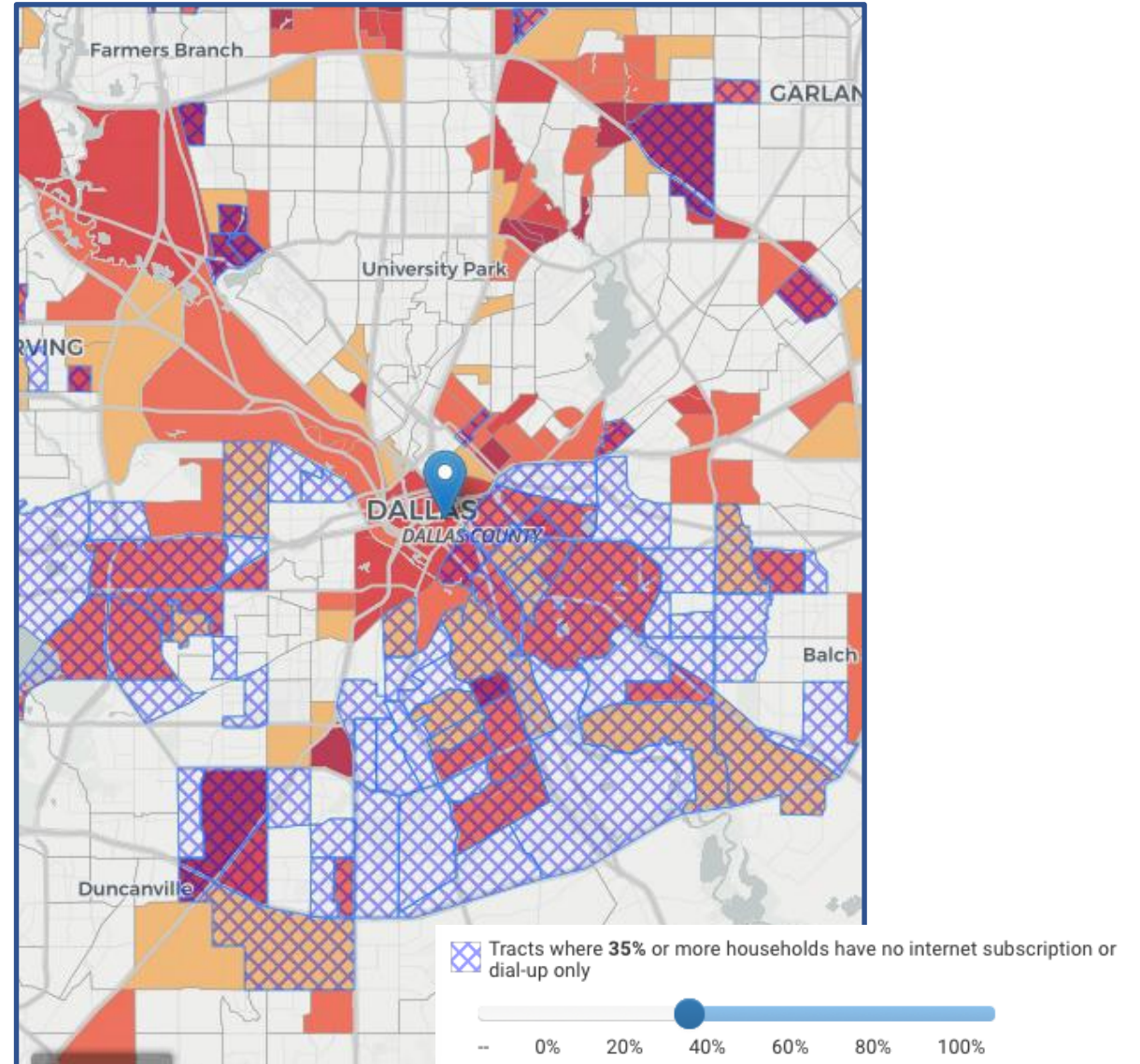
- Families with children 0 to 5
- Highly mobile
- Racial and ethnic minorities
- Low income persons
- Homeless
- Undocumented immigrants
- Distrust the government
- LGBTQ
- Persons w/disabilities



Challenge

- Southern Dallas has below average internet subscription service
- Climate of fear instigated by push for citizenship question
- Increased distrust in releasing PII, especially associated with threats to housing and benefits

• *Source: City of Dallas



Audience Segmentation

Research

Mapping/Geo areas

Proprietary analytics program provides predictive mapping

HTC Groups

Audience Insight

Team has unparalleled experience with HTC

Focus Groups (9)

Message Development

Tailored to benefits for each audience segment

Multi-lingual

Identify shared influencers

Integrate trusted personalities



City Staff Key Milestones Through March 4

March-July 2019:

- Develop Strategic Plan
- City Council appoints 2 District Captains to HTC subcommittee
- Develop infrastructure for HTC outreach
- Identify potential partners and stakeholders
- Launch City of Dallas 2020 Census website

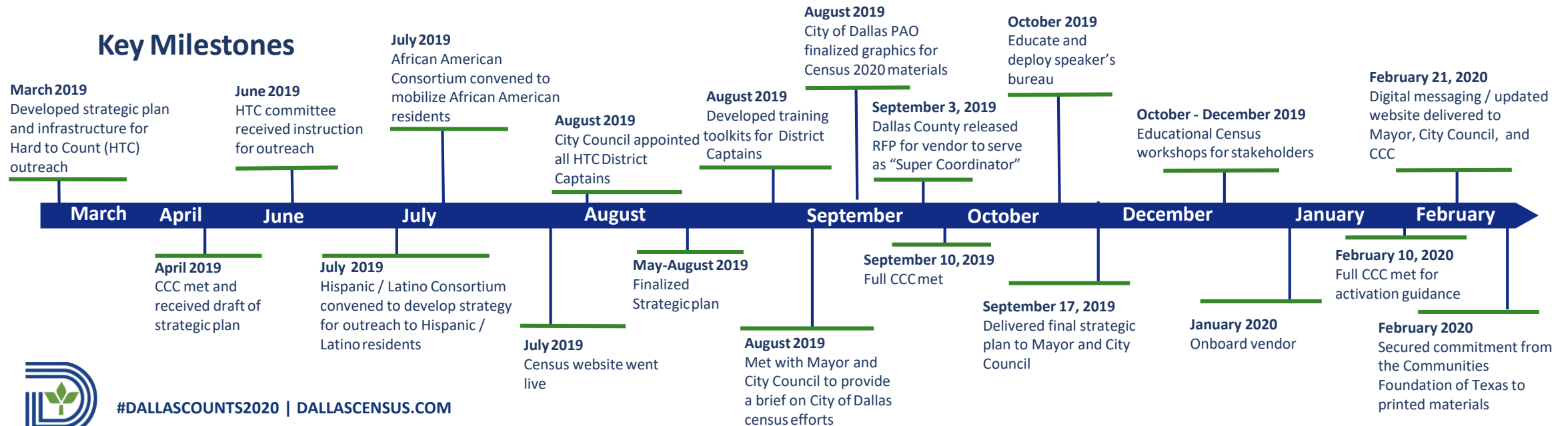
August-December 2019:

- Trainings for District Captains and Ambassadors
- Connect with stakeholders
- Host workshops
- Attend community events to raise awareness
- Finalize material for media toolkits and PSA's
- Finalize and deliver full strategic plan to Mayor and City Council

January-February 2020:

- Onboard Vendor and provide engagement database
- Secure in-kind printing for materials
- Provide implementation guidance to CCC
- Deliver digital messaging to CCC
- Develop blueprint for Census live online participation events
- Engage and activate city departments and staff

Key Milestones



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Schedule of Activities

| | |
|-------------------------|---|
| Jan 7 | Contract signed. |
| Jan 8 – Feb 8 | Research. Transfer relationships. Develop Strategy and Plan. |
| Jan 8 – Feb 24 | Meetings with County and City officials. |
| Jan 13 - ongoing | Complete Count Committee meetings. Training volunteers. |
| Jan 13 - ongoing | Partnership cultivation and training. Activation. |
| Feb 10 - 24 | Focus Groups (0 to 5, Undocumented, Hispanic, African-American) |
| Feb 20 – Mar 31 | Hiring, training block walkers. |
| Feb 21 – | Website, social media expanded. Addition of downloadable assets (email and social posts). |
| Mar 2 – 31 | Tract Assignments. Hard copy distribution. |
| Mar 14 – 30 | Census Live! set up. Soft launch of canvassing and online sign-up. |
| April 1 | Census Day – Press Conference. Full HTC activation. |



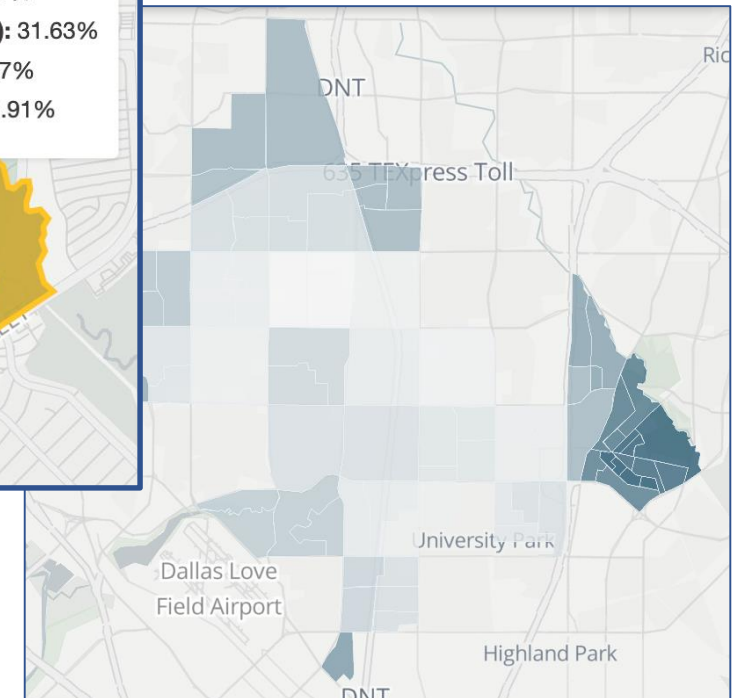
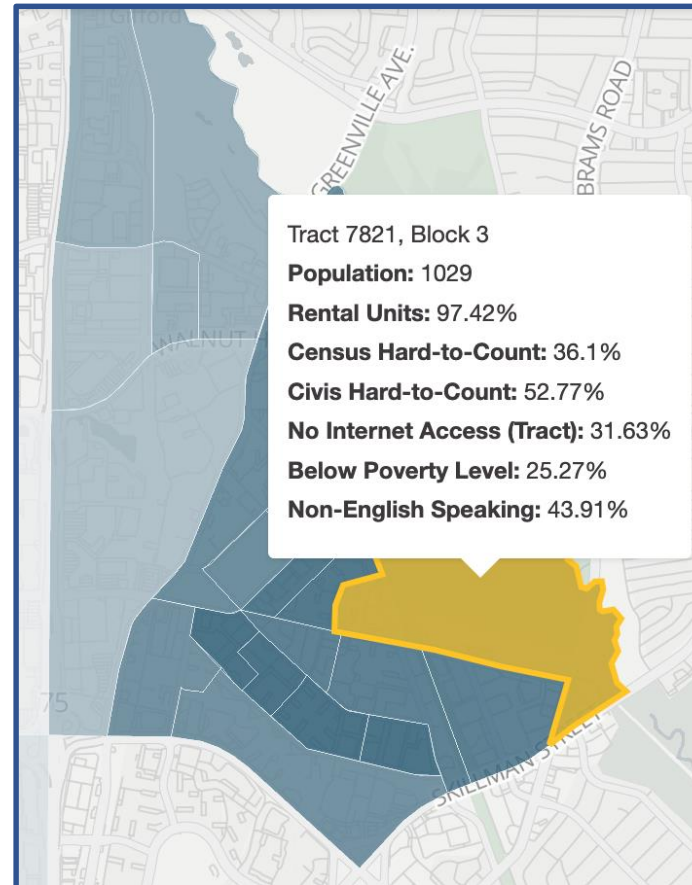
Strategy

- **Borrow credibility/leverage influencers**
 - Trusted organizations
 - Community leaders
 - Social media influencers
- **Educate at gathering places and events**
- **Media partnerships**
 - Donated ad space
 - Coverage



HTC Tract Coverage

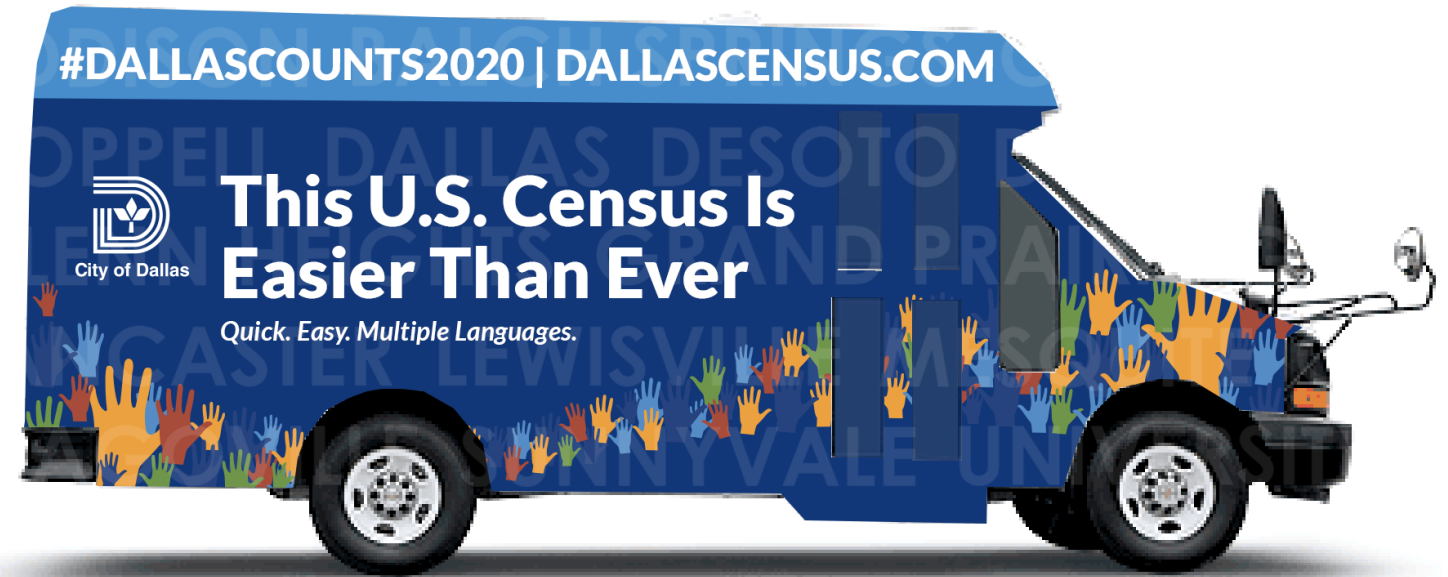
- Assign and Penetrate
- Complete Count Committees
- Partnerships
 - Distribution of information
 - Access to their audience
 - Volunteers
 - Block Walkers
- Census Live! locations
- Mobile Unit



Mobile Unit

High Density Areas

- Apartment-heavy geo
- Roaming Hotspot
- Tablets
- Education
- Giveaways



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Creative Development

Website

Emails and social media posts

Downloadable each week

Print Collateral

Mobile Units

Internet Access

Giveaways

Devices



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City of Dallas

Kiosk and Census Live!



Measures of Success

Strength and Activation of the Network

Volunteers

Donations

Locations

Resident Participation at Census Live! locations

Surpass the predicted self-response rate of 59% for DFW



Ways To Respond

There are three ways to respond to the 2020 Census.

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Key Dates

April 1, 2020

Census Day

December 2020

US Census Bureau delivers
Census count to President

March 2021

Census data delivered to
states/City staff presents Census
results to City Council

April 2021

Redistricting Commission appointed

April 2021 - Fall 2021
districting plan

Redistricting Commission develops new

Fall 2021
plan

City Council consideration of new districting

May 2023

First City Council election under new plan



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Thank you.

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