

Memorandum



CITY OF DALLAS

DATE May 11, 2020

TO Honorable Members of the Workforce, Education, and Equity Committee

SUBJECT **Census 2020 Update**

As the COVID-19 Stay at Home order is active, City staff continues to push virtual outreach and awareness for Census 2020. Residents can now fill out the Census online and over the phone in multiple languages. All households that have not responded online or over the phone should have received their paper Census forms.

The U.S. Census Bureau recently [briefed the House Committee on Oversight and Reform](#) on their updated plans to extend the self-response date to October 31, 2020, the proposed amended dates for reporting, and potential shift in dates for redistricting. Congress has not yet scheduled a date to vote on the new proposed dates to report the official counts to the President, as well as state and local governments. The proposed new dates are as follows:

Activity	Planned Schedule	Revised Schedule
Self-Response Phase	March 12 – July 31, 2020	March 12 – October 31, 2020
Non-Response Follow up	May 13 – July 31, 2020	August 11 – October 31, 2020
Deliver Counts to President	by December 31, 2020	By April 30, 2021
Counts Delivered to States	by April 1, 2021	July 31, 2021

While the Census Bureau does not need Congressional approval to move the self-response date, they do need approval to push back the date for reporting the counts. City staff will provide an update when Congress takes any action.

Additionally, the proposed new Census schedule will impact the redistricting timeline that was presented to you at the March 4, 2020 City Council briefing. A proposed new redistricting timeline will be forthcoming. As of now, we do not anticipate that any changes will impact the originally proposed timeline of having a new districting plan in effect for the May 2023 City Council elections.

The Census 2020 count has been underway for just over a month now. The following numbers represent response rates as of May 1, 2020:

National: 55.6%
State of Texas: 50.3%
Dallas County: 53.1%
City of Dallas: 48.6%

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City staff provides weekly Council district response rates and is currently working to develop a response rate dashboard in the next few weeks.

City departments also continue to be engaged in outreach and awareness virtually. Several departments are engaging in a Census challenge.

The Mayor's Complete Count Committee (CCC) continues their important work, and this week members of the CCC are being recruited to assist Alpha Business Images (ABI) with a virtual phone bank. City has been providing the CCC with updates and links for downloadable social media graphics in English and in Spanish. We invite you to [download and share](#) these graphics weekly as well to assist in our continued outreach and awareness efforts.

We encourage you to direct those willing to virtually participate in Census 2020 to info@dallascensus.com. Someone will respond promptly to engage them in our effort.

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
T.C. Broadnax, City Manager
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Mark Swann, City Auditor
Billierae Johnson, City Secretary
Preston Robinson, Administrative Judge
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Jon Fortune, Assistant City Manager

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Nadia Chandler Hardy, Assistant City Manager
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