



City of Dallas

2020 Census Update

Workforce, Education, and Equity
August 10, 2020

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Presentation Overview



- 2020 Census Deadline Update
- 2020 Census Self-Response Rates
- Update on Outreach during COVID-19
- City of Dallas Census Strategy Forecast
- Call to Action
- Update on 2020 Census Vendor / Next Steps



2020 Census Deadline Update



- On August 3, 2020, the United States Census Bureau officially announced **September 30** as the new 2020 Census deadline
- Due to the COVID-19 pandemic the deadline had initially been moved to October 31, 2020
- The Census Bureau cited the need to deliver numbers to the White House on December 31, 2020 as their reason for moving up the deadline



2020 Census Self-Response Rates*



City of Dallas Census Response Rates as of Friday, July 31, 2020

City of Dallas: 54.4%
Dallas County: 58.5%
State of Texas: 57.8%
Unites States: 62.8%

1	City Council District 9	67.15%
2	City Council District 3	62.04%
3	City Council District 13	61.85%
4	City Council District 12	61.72%
5	City Council District 10	56.38%
6	City Council District 14	56.21%
7	City Council District 11	55.56%
8	City Council District 5	54.66%
9	City Council District 8	54.42%
10	City Council District 1	53.91%
11	City Council District 6	51.82%
12	City Council District 4	51.58%
13	City Council District 7	50.50%
14	City Council District 2	47.93%



www.2020.census.gov

844.330.2020 (ENG) 844.468.2020 (SP)

**Provided by Alpha Business Images, as of July 31, 2020*



Update on Outreach During COVID-19



- Shifted boots on the ground outreach and awareness to virtual engagement
- Pursued opportunities to engage City departments to participate in virtual Census challenges and assist with outreach and awareness
- Engaged the Mayor's 2020 Census Complete Count Committee through volunteering for a virtual phone bank organized by the Census vendor Alpha Business Images (ABI)



Update on Outreach During COVID-19



- Provide weekly self-response updates and social media graphics directly to each City Council member and their Census appointees
- Include Census reminders in Parks and Recreation and Dallas Public Library well-being calls
- Distribute collateral material during Library curbside book pick-ups
- Provided framework for partners to host virtual awareness events



Update on Outreach During COVID-19



- Additionally, City Census Staff initiated outreach and awareness through the following outlets:
 - Digital signage at the American Airlines Testing Site
 - Yard signs at various COVID-19 testing sites
 - Materials for Parkland Health and Hospital to include in their COVID-19 test health packets
 - Worked with school districts to ensure that 2020 Census was included in online learning portals
 - Materials to include in the Mayor's Milk Giveaway
 - Materials to include in the Office of Resilience Mask initiative
 - 2020 Census reminder in the 211 automated hotline
 - 2020 Census reminder in the hold prompt and online for the Rental and Mortgage Assistance Program
 - 2020 Census reminder through the City of Dallas water bill
 - Virtual online events for internal and external partners
 - The Communities Foundation of Texas provided door hangers, yard signs, posters, and flyers to distribute to City Council and CCC members



City of Dallas Census Strategy Forecast



- Upcoming City Census Staff Initiatives:
 - Working with City of Dallas testing sites to deploy additional materials and signage
 - Initiating a virtual phone bank through the Communities Foundation in partnership with Shiftsmart to call 125,000 numbers provided by ABI between now and September 30
 - Coordinating with district appointees in the 6 lowest response-rate districts to contact large apartment complexes to deploy door hangers and materials
 - Partnering with U.S. Census Bureau to deploy their Census Recruiting Assistants to help with handing out materials at apartment complexes
 - Partnering with The North Texas Food Bank and the U.S. Census Bureau to hand out materials at major distribution sites
 - Working with the MLK Center Back to School Event to provide information during school supply distribution
 - Working with the Mayor's Back to School Event to provide information during school supply distribution



Call to Action for City Council



- Continue to share and post social media graphics
- Assist with rallying and recruiting residents to participate
- Continue deploying materials throughout districts
- Ask residents to each enlist 5 people to fill out the 2020 Census
- Identify partners to participate in Census giveaways
- Participate in block walking events being organized by ABI



Update on 2020 Census Vendor



- Alpha Business Images (ABI), the 2020 Census vendor shifted to virtual outreach beginning in March
- ABI, the City of Dallas, and Dallas County participate in weekly strategy calls
- Some of ABI's outreach includes:
 - Partnering with local food distribution outlets, including community food pantry's and Dallas ISD distribution
 - Robust earned and paid media, including via minority outlets
 - Targeted outreach in the LatinX community
 - Deployment of block-walkers in Hard to Count Areas
 - Amplifying partner engagement
 - Create graphics and weekly social media messaging



Update on 2020 Census Vendor/Next Steps



- ABI's contract with Dallas County expired on July 31
- Dallas County Commissioners Court approved renewing the contract through October 31
- Currently, the City of Dallas, Dallas County, and ABI are working to re-calibrate the strategy to account for the new September 30 deadline
- ABI is gathering and analyzing data to help inform where and how best to deploy resources through September 30
- ABI will provide to City Council in early September a thorough update and a final call to action
- During October, ABI will prepare a report / lessons learned





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