

2020 Census Education & Awareness

January 2020 – August 2020

I COUNT, YOU COUNT,
WE ALL COUNT!



¡YO CUENTO, TU CUENTAS,
TODOS CONTAMOS!



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Organizational Chart

Alpha Business Images
Campaign Strategy & Management
Creative Direction
Campaign Execution

CIVIS Analytics
Data Analytics
Mapping

The Concilio
Outreach
Messaging

JBJ Management
Outreach

MRR & Associates
Media Relations
Messaging

White Pants
Paid Social



Strategy & Planning

January 2020 – March 2020

Develop Brand and Brand Guide

Conduct Focus Groups: Families w/small kids,
African-American and Latino (9)

Develop Dallas County-wide Strategy, Plan &
Implementation Calendar

Launch 20 page English/Spanish website,
dallascensus.com

Build Census Live! Network

Build Partnership Network: 600+

Create Census Intelligence Center

Launch @dallascounts2020 on FB, Instagram and Twitter

Vehicles (2)

Census Live! Kiosks

Census Live! Kits

Census Parties

Videos

Mobile Hot Spots/Tablets (10)

Uniforms

Email Templates (18 cities)

Flags

Window Clings

Yard Signs/Posters

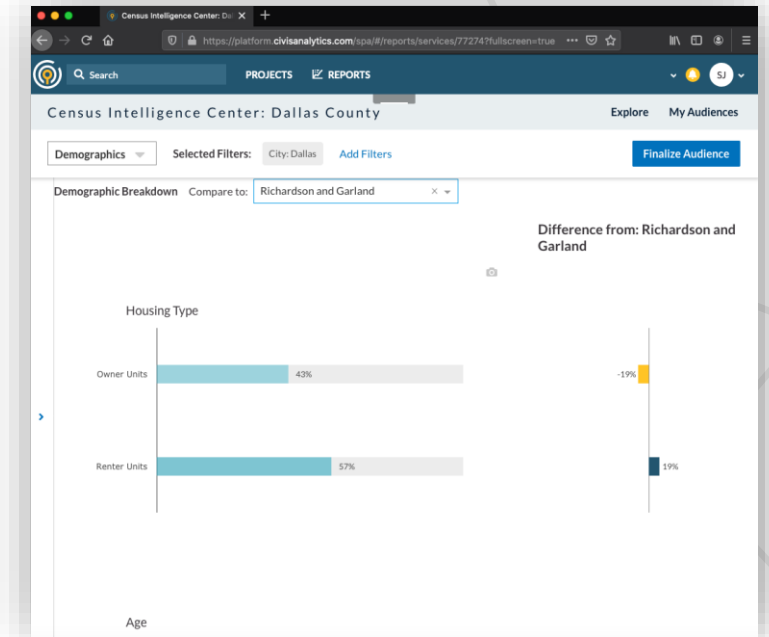
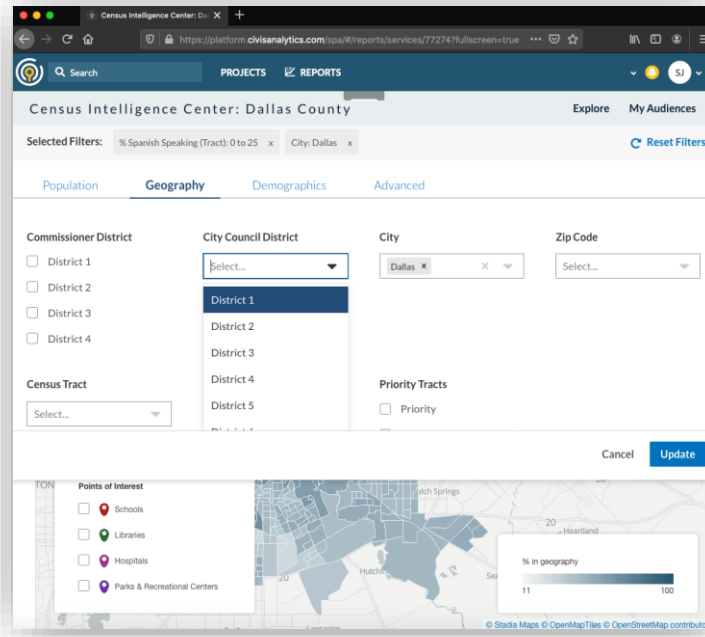
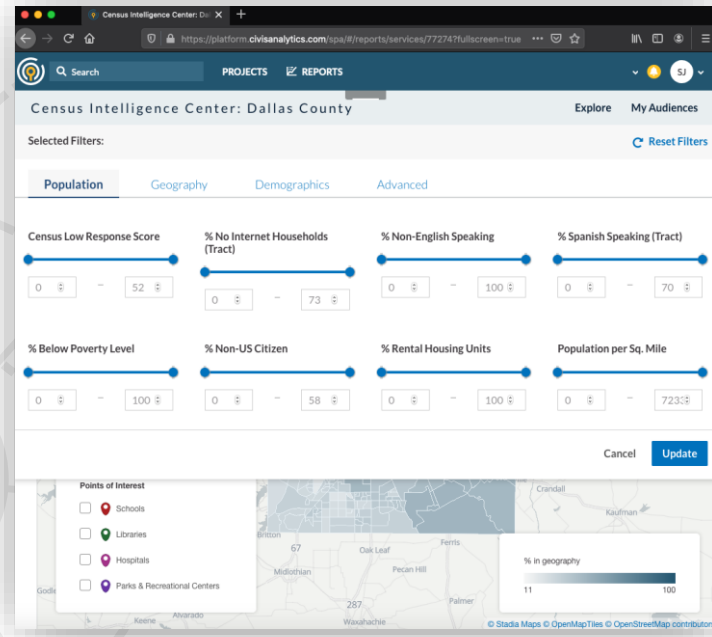
Custom Flyers/Postcards

Promo Items

- Hand Sanitizer
- Census Live! Kits
- Tote Bags
- T-Shirts

Census Intelligence Center

CIVIS Analytics





SUSPENDED

Census Day (April 1)
County-wide Census Weekend
Census Live! Locations
Census Live! Kiosk
Canvassing

COVID Strategy & Planning

March 2020 – April 2020

TRANSITIONAL STRATEGY

Food Distribution Sites
Hardware Stores
Heavy increase digital outreach
Digital asset creation
Frequency
Social media ads
Redirect Partners

Elected Officials/Partners Toolkit

March 2020 – August 2020

1



Online Toolkit

25



Educational
Emails

82



Social Media
Posts

Easy downloadable assets at www.dallascensus.com

- Email Template for custom emails (six languages)
- Digital Banners
- Digital/Printable Flyers (six languages)
- Digital/Printable Door Hangers (five languages)

- Multi-Cultural Image Library
- Dallas Census Logos
- Dallas Census PowerPoint Template

Dallas City Council Participation



Virtual Census Party



Social Media Video



Yard Signs at
Apartments and Bus Stops


Outreach

March 2020 – August 2020
The Concilio / JBJ Management

8,539 
Households Canvassed

19,384 
Phone Calls

16,880 
Families reached at
Food Distribution Sites

11,752 
Reached at Lowe's
Home Improvement

237k 
Families reached by Mail

200/100k 
Churches/Reach

1 
English and Spanish
Website

103k 
Printed Pieces

175k 
Promo Items

I COUNT, YOU COUNT,
**WE ALL
COUNT!**

#DALLASCOUNTS2020

¡YO CUENTO, TU CUENTAS,
**TODOS
CONTAMOS!**

#DALLASCUENTA2020

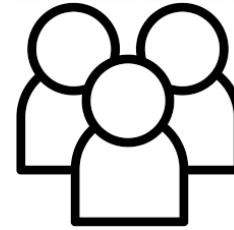


Earned Media

MRR & Associates

17.8MM

Reach



20

TV Stories



330

Community
Newsletters



9

Podcasts



10

Print Articles



72

Online Articles



25

Radio Stories



Social Media

ABI / White Pants

6.3MM

Impressions
from Paid Ads



9,483

Clicks
to dallascensus.com



\$2.99

Cost Per Click



20

Social Media Influencers
Audience of 1.4MM



128,000

Impressions



46,438

Engagements with
Followers



Paid Ads



#dallascounts2020 social posts



African-American-Focused Efforts

The Concilio / JBJ Management



Events

Black Lives Matter protests
Concord Church Food Distr.
Need to Be Heard
NULYP Phone Bank
Take a Knee in Unity

Partnerships

AA Pastors Coalition
Alpha Phi Alpha
Alpha Kappa Alpha
Dallas BPA
DAR
Delta Sigma Theta

IMA

Harmony Dev Corp

Kappa Alpha Psi

The Links

NULYP

Reimagine Redbird

Latino-Focused Efforts

The Concilio / JBJ Management / MRR



Events

Marc Anthony Concert
Get Counted Lowrider Cruise
El Mochilón
Ledbetter Ford Eagle NA
Mercado 369 Health Fairs

Partnerships

Catholic Charities
GDHCC
Hispanic Heritage Ambassadors
Los Barrios Unidos
LULAC
Pleasant Grove Unidos

Villas del Tesoro Apartments
Hunger Busters
NAHF
NALEO
NLLEO
Wesley Rankin Comm Ctr.

2020 Census is Producing Lower Self-Response Rates

U.S.	64.4%
Texas	59.6%
Harris	59.3%
Houston	55.2%
Dallas County	60.1%
City of Dallas	55.8%

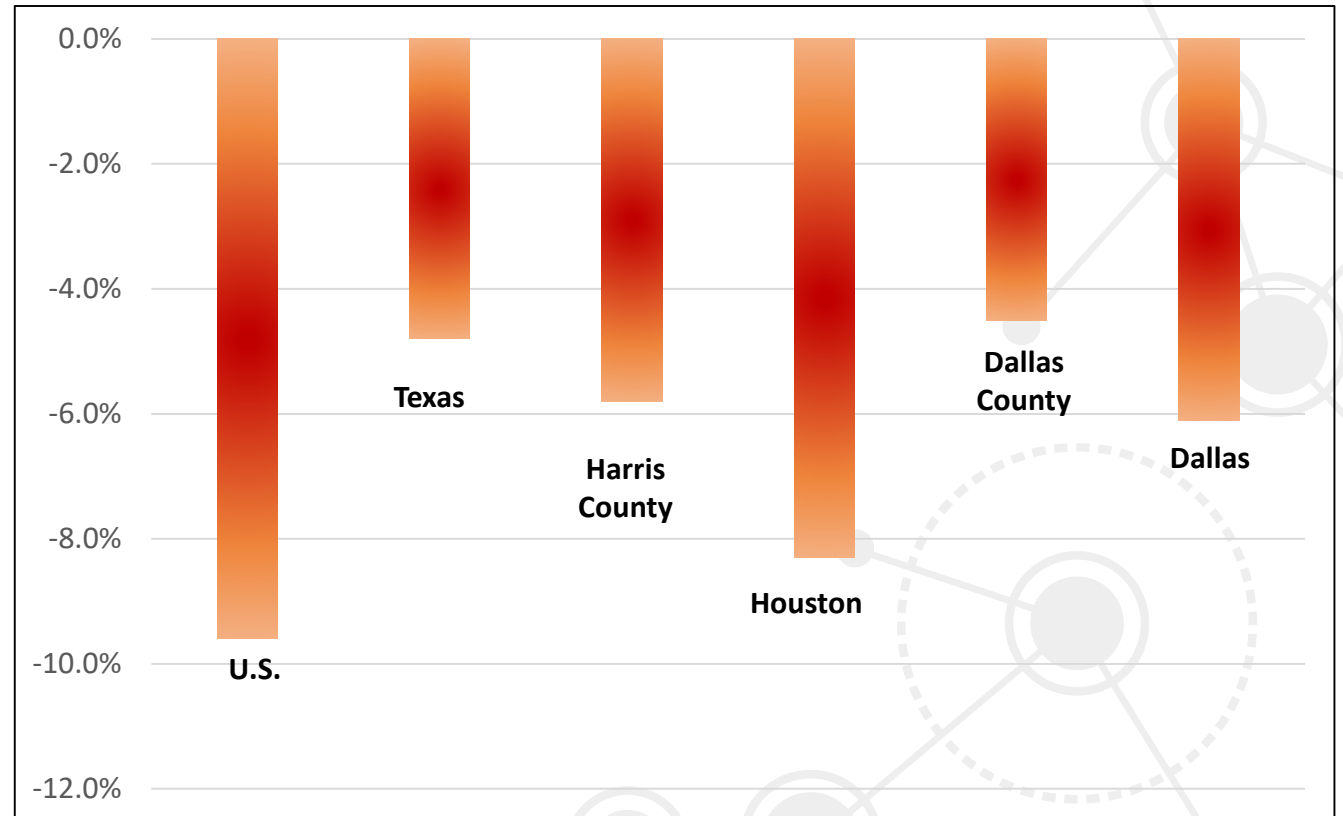
As of 8/21/20

Source: census.gov,

As of 8/21/20

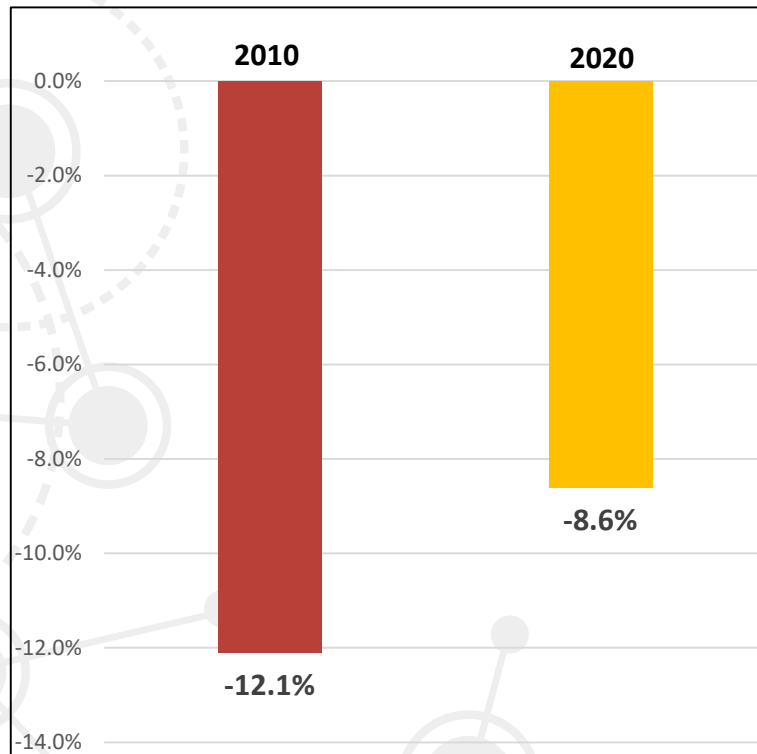
Source: census.gov, Civis Analytics

Internet-Focused Survey and COVID Environment



Dallas is Closing the Gap from 2010

Dallas vs. U.S. Response Rate



Dallas' 2020 performance has resulted in a 3.5% increase in response rates vs. its 2010 performance relative to the U.S. response rates.

That increase translates to an 25k+ additional people counted and a \$30mm annual impact.

As of 8/21/20

Source: census.gov, Civis Analytics

Source: census.gov, Civis Analytics

Lower Internet Coverage Correlates with Lower Response Rates

RESPONSE RATES		% OF HH W/O INTERNET		% LIVING IN POVERTY	
District 9	68.43%	District 5	43.00%	District 4	34.59%
District 12	63.55%	District 4	41.63%	District 5	29.65%
District 3	63.29%	District 8	36.40%	District 7	28.33%
District 13	63.08%	District 7	35.28%	District 8	27.59%
District 14	57.52%	District 1	30.31%	District 2	23.53%
District 10	57.50%	District 3	28.45%	District 1	22.49%
District 11	56.86%	District 6	23.16%	District 6	20.74%
District 5	55.89%	District 10	21.18%	District 10	19.89%
District 8	55.44%	District 2	20.58%	District 3	19.73%
District 1	54.95%	District 11	18.48%	District 11	15.03%
District 6	53.15%	District 13	13.70%	District 13	12.62%
District 4	52.46%	District 12	12.94%	District 12	10.92%
District 7	51.72%	District 9	12.92%	District 14	10.62%
District 2	49.17%	District 14	7.54%	District 9	9.53%

Targeting Levels for Canvassing and Activations

Census Tract Levels

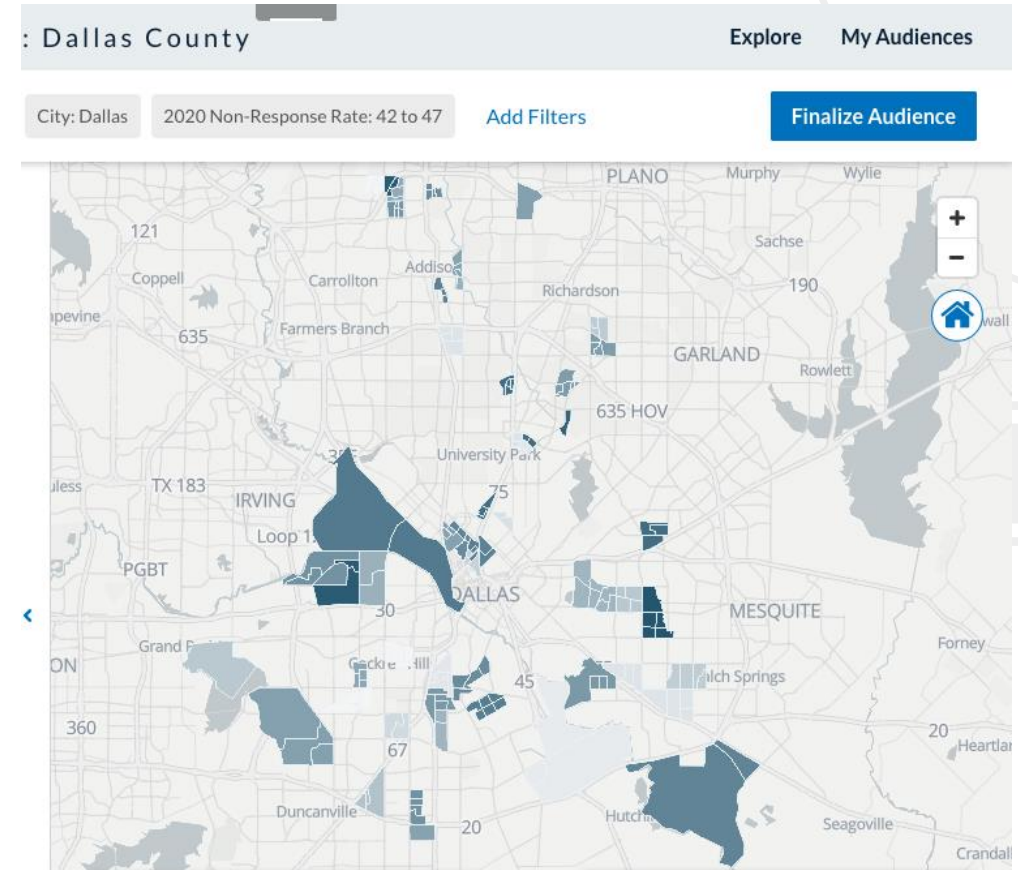
Level 1 69% and above self-response rate

Level 2 59% - 68% self-response rate

Level 3 53% - 58% self-response rate

Level 4 45% - 52% self-response rate

Level 5 44% and below self-response rate



Level 3 Map



30-Day Strategy

Segment Geography by Response Rates

Define five levels

Further target based on hard to count demographics

Concentrate social media ads on Level 1 and 2 census tracts that have higher internet coverage and higher response rates

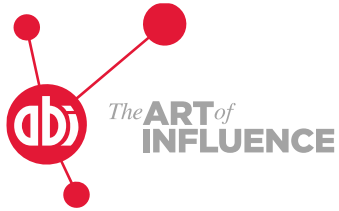
Focus the Dallas Counts Outreach Team on one-on-one outreach in Level 3 and 4 census tracts

Leverage volunteers for one-on-one outreach in Level 3 and 4 census tracts

Target event participation and mailers on Level 3 and 4 census tracts and low performing districts

Focus earned media efforts on media channels that have reach and credibility with the hard to count

Activate, rally and support elected officials, business and community leaders and partners in outreach, targets and necessary collateral to reach and motivate their constituents, employees and customers.



30-Day Activation

Outreach – Level 3 and 4 Tracts

Canvassing	Goal: 100,000+
Phone Bank	Goal: 175,000
Texts	Goal: 175,000
Mailers	Goal: 245,000 HH

Social Media – Level 1 – 5 Tracts

Social Media Ads	Goal: 6MM impressions
16 Social Media Influencers	

Events – Level 4 and 5 Tracts

Food Distribution
Voter Registration
Back to School
10-Day Countdown

Activating 600+ Partnerships

Volunteer canvassing/phone bank
Event engagement
Communication channels

Earned Media

Press Releases
Op-Ed
Multi-Cultural/Multilingual Coverage

Collateral

Corporate Email Blast for Chambers/
Business Orgs.
Emails/Social Post for Partner Toolkit
Continuation of Outreach Collateral



City Council Participation

- Participate in Canvassing
- Encourage CCC Members
- Attend In-Person and Virtual Events
- Encourage Neighborhood Partners
- Post Tool-Kit Social Media
- Distribute Tool-kit Emails
- Host a Virtual Townhall
- Make Announcements at any Public Appearances



Questions?