Memorandum

CITY OF DALLAS

DATE December 18, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **2020 Dallas County Census Education and Awareness Final Report**

Attached is the final report from Alpha Business Images (ABI) for the 2020 Census Education and Awareness campaign.

As a reminder, the City entered into an Interlocal Agreement (ILA) with Dallas County in October of last year to establish a cooperative relationship on outreach and awareness to most efficiently obtain a complete Census count. The City and County agreed to hire an outside consultant to manage this effort. Dallas County awarded the contract, with the City's input per the ILA, to ABI in January.

The report provides final summaries on each phase of the project, including 1) Insight and Strategy; 2) Educating and Building a Partnership Network; 3) Hyperlocal Activation; and 4) Non-Response Follow up. The report also includes final self-response rates for the City of Dallas (59.7%), Dallas County (63.9%), Texas (62.8%) and the U.S. (67.0%).

Additionally, the report breaks down final self-response rates for each council district, which are listed below:

City Council District Response Rates	2010	2020
Dallas	61.9%	59.7%
District 1	67.6%	59.2%
District 2	59.0%	53.1%
District 3	71.2%	64.7%
District 4	64.1%	55.7%
District 5	69.8%	59.7%
District 6	60.2%	52.5%
District 7	62.9%	54.0%
District 8	63.4%	57.3%
District 9	74.6%	70.1%
District 10	64.0%	60.8%
District 11	70.2%	61.5%
District 12	74.8%	68.1%
District 13	72.8%	66.4%
District 14	65.0%	61.8%

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The U.S. Census Bureau is scheduled to deliver final state population counts for purposes of apportionment by December 31, 2020, and final local counts to each state for purposes of redistricting by April 1, 2021. However, these dates may be pushed back due to COVID-19.

The City Council is scheduled to be briefed on the City's redistricting process on January 6, 2021.

This report will also be shared with the City of Dallas Mayor's Complete Count Committee.

Should you have any questions, please contact Brett Wilkinson, Director of the Office of Government Affairs at brett.wilkinson@dallascityhall.com or 214/670-5797.

Kimberly Bizor Tolbert
Chief of Staff to the City Manager
[Attachment]

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Preston Robinson, Administrative Judge
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M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

2020 Dallas County Census Education & Awareness

January 2020 – October 2020

I COUNT, YOU COUNT,
WE ALL COUNT!

¡YO CUENTO, TU CUENTAS,
TODOS CONTAMOS!

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"Our initial approach was to meet people in their natural gathering places. However, once COVID-19 replaced face-to-face with social distancing, we quickly transitioned and met Dallas County residents in all of the places they gather online."

-- ABI

Project Summary

Intent

ABI executed a Census education, awareness and engagement campaign to ensure that Dallas County receives its share of future government funding for social programs and to secure fair representation during redistricting and for Texas in the U.S. Congress.

Summary: Obstacles

National Leadership

Proposed a citizenship question making immigrants fearful of participating in U.S. Census.

Accelerated Timeline

Dallas County didn't start its outreach efforts until January 2020.

High % of HTC

Dallas County/Dallas have the highest % of characteristics of HTC populations (0 to 5, Minority, Low Income, Renters) vs. Texas peers.

COVID-19

Start of self-response period coincided with the spread of coronavirus, eliminating face-to-face events.

Two-fold Digital Divide

1) First decennial Census launched with internet-only submission for most residents. 2) Moving to a primarily digital outreach plan post-COVID exposed the limited internet access of Dallas County compared to other Texas counties.

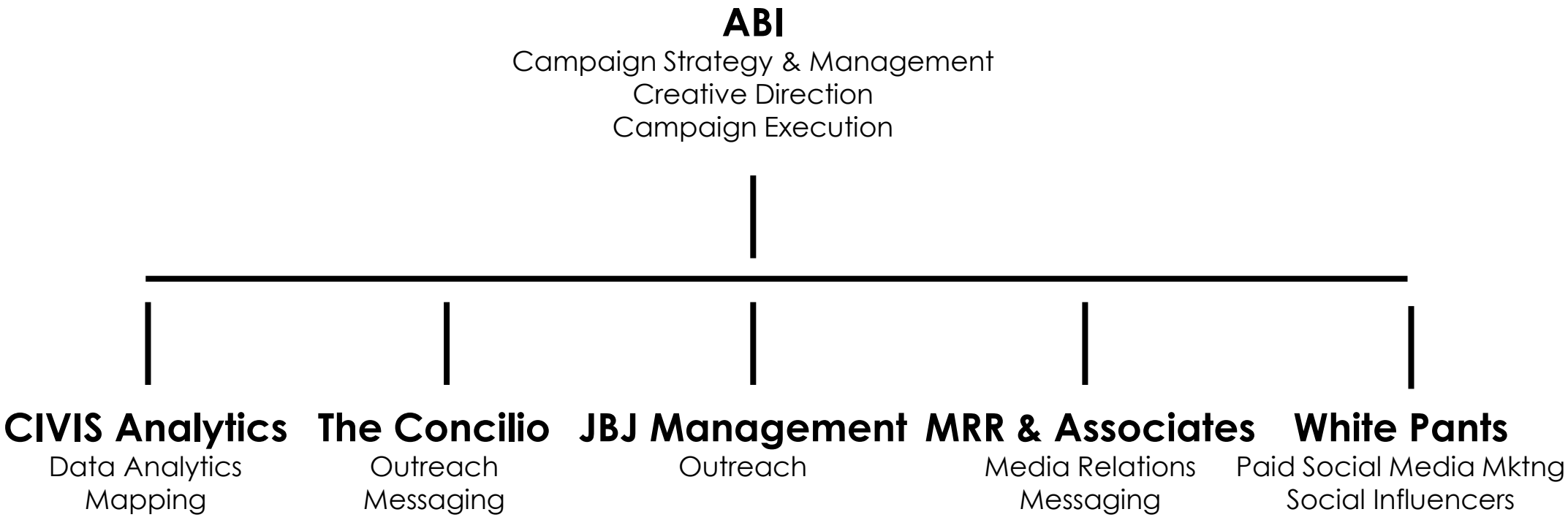
Project Summary

Exceeded Projections

ABI and its agency partners delivered a robust self-response rate of 63.9%, nearly five points higher than the Census Bureau projection of 59% made for the region in 2019.

ABI Team

Organizational Chart



The Right Team

Each organization on our team has decades of quality experience in their respective areas. Our knowledge of how to influence our Dallas neighbors made the transition to digital frictionless for our team. When we were no longer able to show up in community spaces as a trusted face, we leveraged our credibility, our partnerships and developed innovative ideas to connect with our neighbors via digital outreach and social service events.

ABI led the implementation of the overall strategy and plan and production of all creative assets.

Civis created statistical and predictive modeling to inform block group level targeting and daily reporting for dynamic adjustments.

The Concilio led outreach minority communities and collaborated on messaging for the Hispanic community.

JBJ has unparalleled experience with county wide partnerships and connected the campaign with valuable leaders as well as leading community outreach. The team also supported media relations.

MRR with its intimate knowledge of local media led media relations relying on its strong relationships with a wide range of English and Spanish outlets.

White Pants was instrumental in securing a broad spectrum of social media influencers in English and Spanish and led an effective, efficient paid social campaign.

County Coordination

Project Management

Weekly Meetings

Weekly Reporting

Contracting

- Dr. Elba Garcia, Commissioner, Dallas County
- Charles Reed (Dallas County)
- Elizabeth Saab (City of Dallas)

Complete Count Committee

- City-specific teams active throughout Dallas County

Outreach/Training – City of Dallas

- Chairman, Councilman Casey Thomas
- Census Coordinator, Edward Turner

Dallas County Counts 2020

Census Strategy

The ART of INFLUENCE

Census Strategy

Strategic Intent: Support self-response by providing education, awareness and motivation for the residents of Dallas County to participate in the U.S. Census 2020.

Marketing Strategy: Although we had to pivot with many of our outreach activities due to the COVID-19 pandemic, our strategic intent to drive awareness and motivation to self-respond remained unchanged. Connecting with residents remained anchored to maximizing our relationships and reach and leveraging partners with credibility and reach that expanded our penetration.

Campaign Phases

- **Phase1:** Insight and Strategy
- **Phase 2:** Educate & Build a Partnership Network
- **Phase 3:** Hyperlocal Activation
- **Phase 4:** Non-Response Follow-Up

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Strategy: Phase 1

Phase1: Insight & Strategy

"Through our analysis, we determined that five characteristics of Dallas area census tracts are correlated with lower response rates: more renters, more people without health insurance, low Internet access, poverty, and people without high school degrees. Given the importance of offering the online response option to all residents to maximize participation, it was important to find ways to provide access to the Internet in areas with low Internet connectivity. Providing a kiosk-based online Census response option and mobile internet buses were key components of the Census team's outreach efforts to make online response easier in those areas."

-- Civis Analytics

Strategy: Phase 1

Phase1: Insight & Strategy

Outcome: Developed actionable insight and data-driven strategic plan.

(1) Message Testing

- Conducted (9) focus groups with parents of children under the age of five, African Americans, Latinos, and undocumented immigrants.
- Conducted a 1,200-person online survey in the Dallas County area similar to the National Census Barriers, Attitudes, and Motivators Study (CBAMS) conducted by the Census Bureau. From this survey, we provided a detailed report along with additional memos describing differences across demographic groups (Gender, Hispanic population, Black/African American population) to be used in the design of the marketing campaign.

(2) Geo-code targeted areas for graphical display on maps with the objective of aiding the Dallas Census campaign by providing visibility into the partners and resources being leveraged for different Census outreach plans.

(3) Developed statistical and predictive modeling to inform messaging and community-based outreach.

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Strategy: Phase 1

Phase1: Insight & Strategy

(4) Census Intelligence Center

- The main analytics tool for the planning and monitoring of the Census campaign.
- An interactive platform for defining different priority areas, determining the demographic profiles of these areas, and monitoring the progression of response rates.

(5) Response Rates for Dallas County were delivered in weekly report.

(6) Augmented Dallas Strategic Plan with detail to move from strategy to execution.

- Whereas many other agencies knew the names of the faith leaders, Spanish-language media outlets and community organization, our relationships were instrumental to connect with our hard-to-reach neighbors as community outreach transitioned to digital.
- The strategic plan was a living document that was continually updated with big data and community insight to inform our community outreach at the block group level.

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Strategy: Phase 2

Phase 2: Educate & Build Hyperlocal Network

"The announcement of the Presidential memorandum on excluding undocumented residents from the apportionment base following 2020 census. We had to continually emphasize the basic approved messaging such as; safe and secure, no citizenship question, confidentially and sharing of information.

-- MRR

Strategy: Phase 2

Phase 2: Educate & Build Hyperlocal Network

Outcome: Developed grassroots infrastructure to connect with and influence Dallas county residents to participate in U.S. Census.

Developed Marketing Assets
Dallas County marketing plan
Dallas Census brand guide
Marketing Calendar
DallasCensus.com – 20-page English / Spanish website
600+ partnership network
Census Intelligence Center
@dallascounts on social media

Developed Creative Assets
Videos
Branded vehicles
Uniforms
Census Live kiosks
Email templates (18 cities)
Window clings
Yard signs / posters
Flyers / postcards

Developed Creative Assets
5 Languages
Promo items • Hand sanitizer • Census Live kits • Tote bags • T-shirts • Footballs • ETC
• Elected officials postcards

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Strategy: Phase 2

Phase 2: Educate & Build Hyperlocal Network

"To overcome the obstacles, the JBJ team leveraged our relationships throughout the county to reinvent what it means to reach the hard to count community as well as use trusted voices in the community to give residents the most up to date information about the Census.

-- JBJ

Strategy: Phase 3

Phase 3: Hyperlocal Activation

Outcome: Activated local marketing outreach and made a quick pivot due to COVID-19 and social distance guidelines. We then focused on driving Census awareness through digital touchpoints.

Suspended In-Person Activations
Census Day (April 1)
Dallas County Census Weekend
Census Live! locations
Census Live! kiosks
Canvassing

Socially-Distanced Activations
Distributed collateral at food distribution sites and library curbside pick-ups
Provided framework for partners to host virtual awareness events
Phone banks
Signage at COVID-19 testing sites
Reminders in utility bills
Increased digital outreach • Digital asset creation • Increased frequency of digital ads • Social media ads

Strategy: Phase 3

Hyperlocal Activation: Elected Official / Partners Toolkit

1
Online Toolkit

25
Educational Emails

82
Social Media Posts

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
- Logos
- PowerPoint templates

Strategy: Phase 3

Hyperlocal Activation: Outreach

23,872 Households Canvassed

432,506 Phone Calls

25,803 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

278k Collateral items

1,007 Partnerships

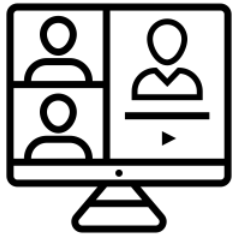
Strategy: Phase 3

Hyperlocal Activation: Outreach in Partnership with Elected Officials

Block walking

Commissioner Garcia
Commissioner Price
Councilman Thomas
Councilwoman Mendelsohn
Councilman West
Councilman Resendez
Councilman Blewitt
Councilman Balzadua

Events (in-person/virtual)



Judge Jenkins
Commissioner Garcia
Councilwoman Arnold
Councilwoman Gates
Councilman McGough
Councilman Narvaez
Councilwoman Mendelsohn
Councilman Medrano
Councilman Atkins
Councilman Resendez
Councilman Blewitt
Councilman Balzadua

Strategy: Phase 3

Hyperlocal Activation: African American Outreach

The Concilio / JBJ Management

Events

- Black Lives Matter protests
- Concord Church food distribution
- Need to Be Heard
- NULYP Phone Bank
- Take a Knee in Unity

Partnerships

- AA Pastors Coalition
- Fraternities / Sororities
- Voter registration
- Dallas BPA
- DAR
- Back to School events
- IMA
- Harmony Dev Corp
- Food pantry distributions
- The Links
- NULYP
- Reimagine Redbird

Strategy: Phase 3

Hyperlocal Activation: Latino Outreach

The Concilio / JBJ Management

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
- Wesley Rankin Comm Ctr.
- NAHF
- NALEO
- NLLEO

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Strategy: Phase 3

Hyperlocal Activation: Earned Media

MRR & Associates/JBJ Management

71.4MM
Reach

81
TV Stories

415
Community Newsletters

9
Podcasts

13
Print Articles

119
Online Articles

38
Radio Stories

Strategy: Phase 3

Hyperlocal Activation: Spanish Earned Media Only

MRR & Associates

9.9MM
Reach

31
TV Stories

59
Community Newsletters

5
Podcasts

2
Print Articles

62
Online Articles

3
Radio Stories

Strategy: Phase 3

Hyperlocal Activation: Social Media

ABI/White Pants

23.4MM
Impressions from Paid Ads

30,431
Clicks to dallascensus.com

$2.20
Cost Per Click

20
Social Media Influencers
Audience of 1.4MM

293,071
Impressions from Influencers

46,438
Engagements with Followers

Strategy: Phase 3

Hyperlocal Activation: Social Media

ABI / White Pants

Geo-Fencing

Geo-fencing is location-based advertising. The benefit of our geo-fencing approach was to align digital advertising with areas that have lower response rates and are in hard to count areas. We geo-fenced areas with a higher internet penetration rate to maximize digital spend.

Pixel Data

The benefit of our pixel data approach was to target those who have visited the census website but did not click through to fill out the census. These individuals were shown census ads on their devices when they visited other sites.

Strategy: Phase 3

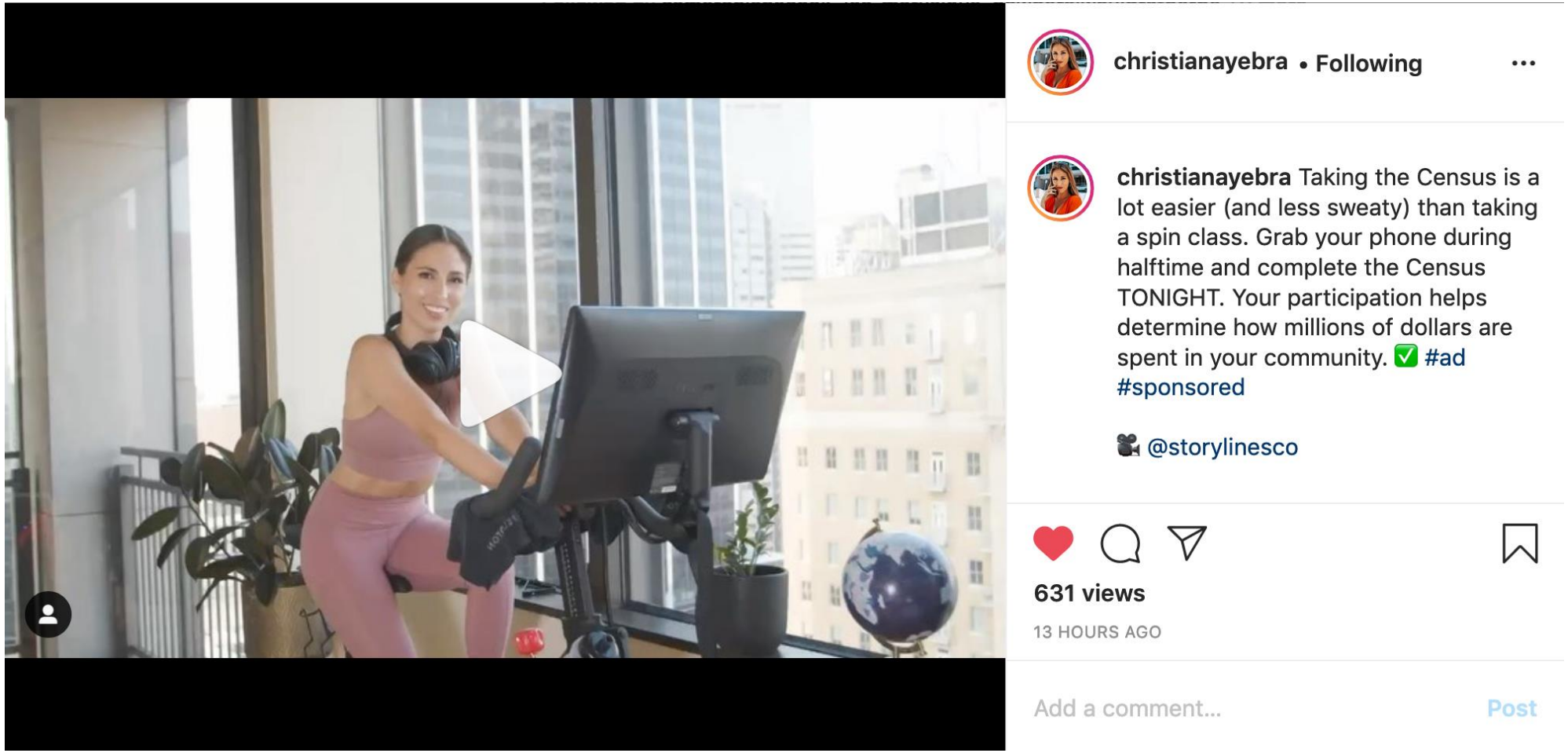
Hyperlocal Activation: Social Media

ABI / White Pants

Strategy: Phase 3

Hyperlocal Activation: Social Media

ABI / White Pants



Strategy: Phase 4

Phase 4: Non-Response Follow-Up

"Overall the main obstacle we had were the restrictions in outreach due to COVID-19. It was frustrating, but it was out of our control. To ensure the safety of our team and our community, there were weeks with very few outreach opportunities and no canvassing/block-walking for much of the project."

-- The Concilio

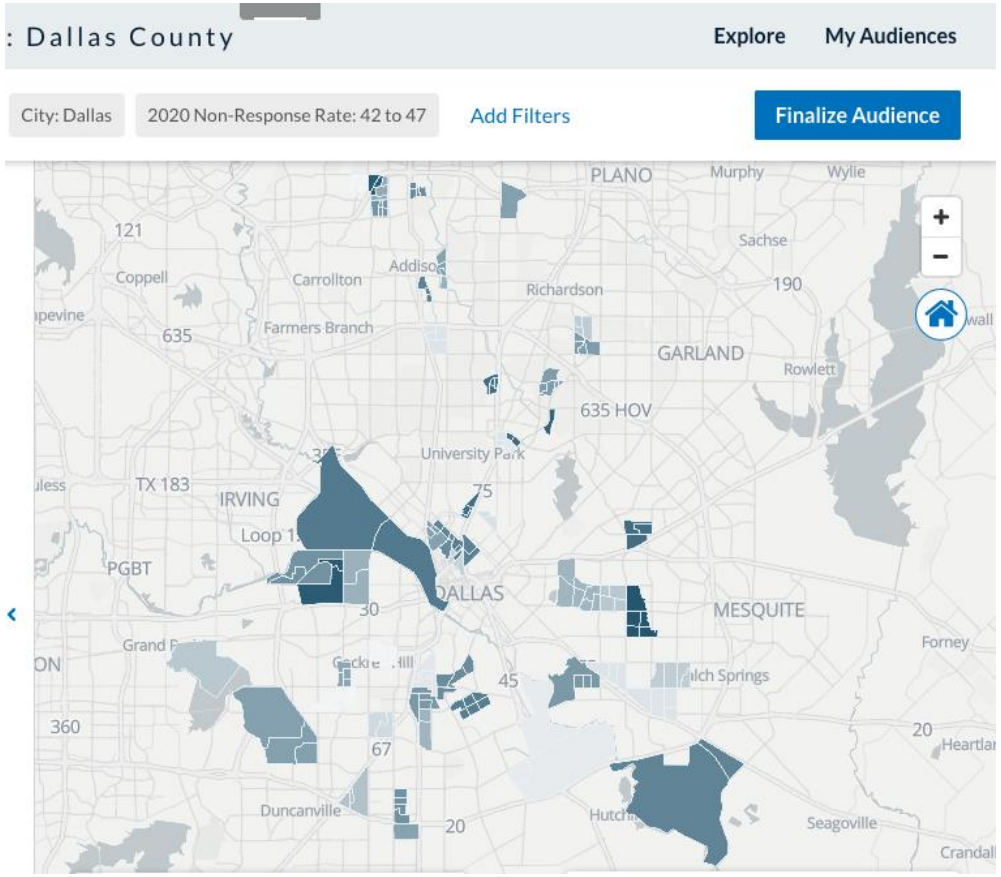
Strategy: Phase 4

Phase 4: Non-Response Follow-Up

Outcome: Final push to drive self-response participation.

Segmented Dallas County by Response Rates for Canvassing and Activations

- Level 1: 69% and above
- Level 2: 59% - 68%
- Level 3: 53% - 58%
- Level 4: 45% - 52%
- Level 5: 44% and below



Level 3 map

Strategy: Phase 4

Phase 4: Final Push

Execution Plan Review

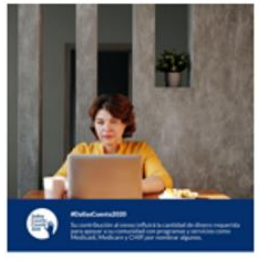
- Social Media – Level 1 – 5 tracts
  - Concentrated social media ads on Level 1 and 2 Census tracts with higher internet coverage and higher response rates.
  - 16 social media influencers
- Outreach - Level 3 and 4 tracts
  - Canvassing
  - Phone bank
  - Texts
  - Mailers
- Events – Level 4 and 5 tracts
  - Food distribution
  - Voter registration
  - Back to school
  - 10-day countdown
- Earned Media with reach and credibility with hard to count populations.
  - Press releases
  - Op-Ed
  - Multi-cultural / Multilingual coverage
- Leveraged 600+ Partnerships
  - Rally and support elected officials, business and community leaders to influence their constituents, employees and customers
  - Volunteer canvassing / phone bank
  - Leverage communication channels
  - Major in-kind donation partners: Communities Foundation of Texas ("CFT"), Dallas Mavericks, Parkland Hospital, Services of Hope
  - Major distribution partners: Lowe's, Dallas ISD, Richardson ISD, CFT, Dallas Mavericks

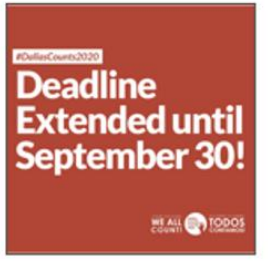
Creative

We have created more than 100 different 2020 Census creative elements.

Out of Home Advertising

Paid Ads





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Social Posts

Flyers

Dallas County Counts 2020
Your participation
There's still time to take the Census!
Deadline Extended until September 30!
Spread the Word
Fill out the 2020 census today and get counted!
Respond Now
I COUNT, YOU COUNT, WE ALL COUNT!
¡YO CUENTO, TU CUENTAS, TODOS CONTAMOS!
Visit www.2020census.gov
Call 844.330.2020
Follow #DallasCounts2020
Support for the response of a health pandemic should not be something we have to worry about. By counting everyone in our household and community in the census, it will help inform how federal funds will be allocated for programs and services to assist our healthcare system for future planning.
844.330.2020
@dallascounts2020
DallasCounts2020

Digital Ads

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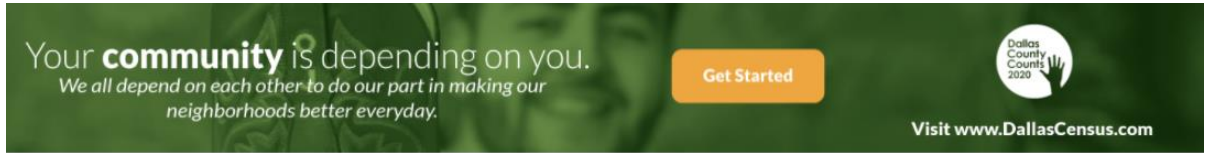
Digital Ads

Map Creative

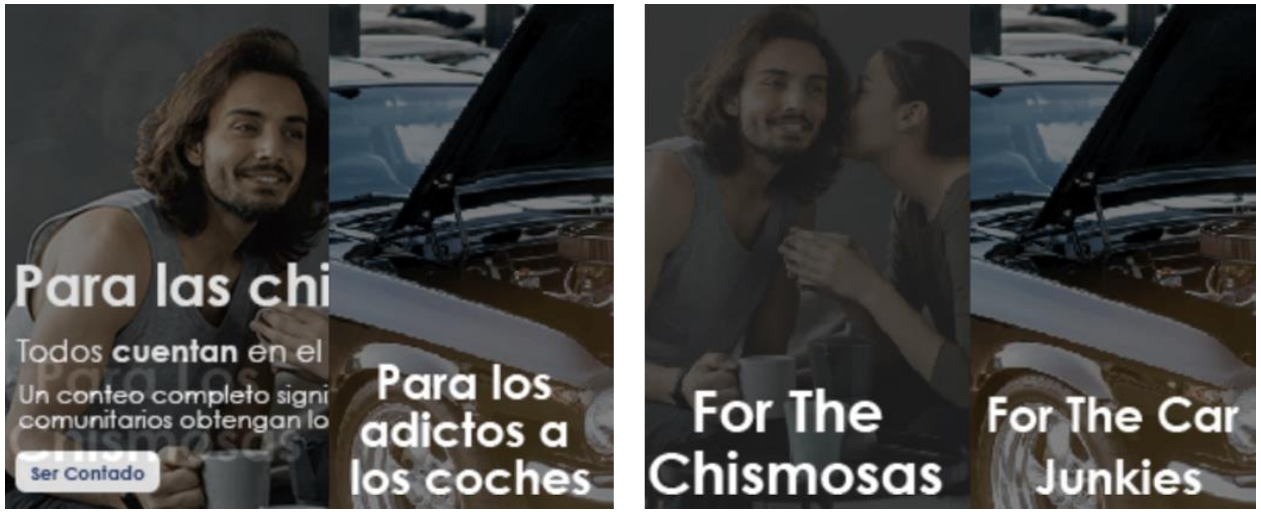
Digital Ads

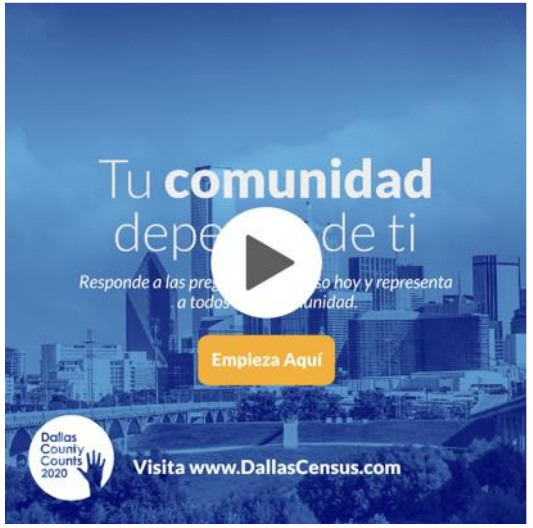
Community English



Digital Ads

Community Spanish





Digital Ads

Blue & Gold

Influencer Engagement

Replied to your story

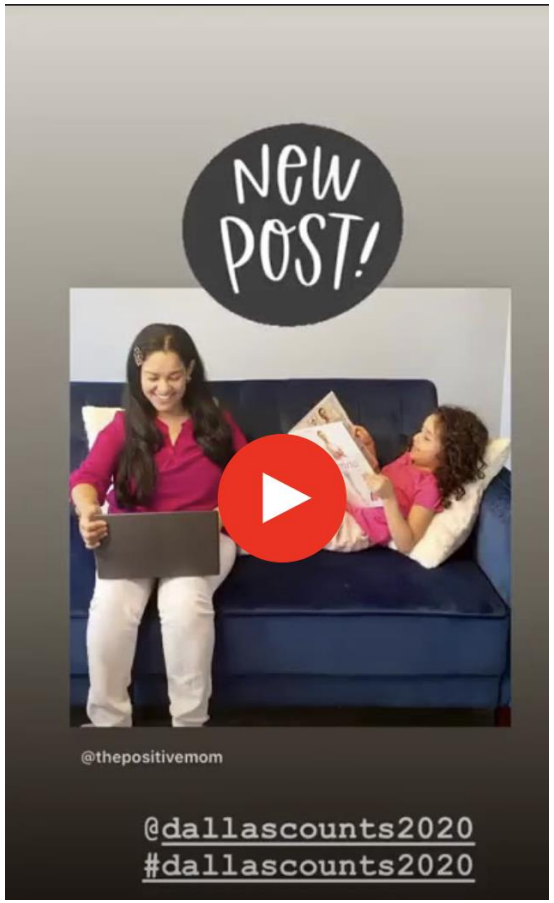
Will you send link? I am going to do it once I get home.

Replied to your story

I'll do it right now

Influencer Content

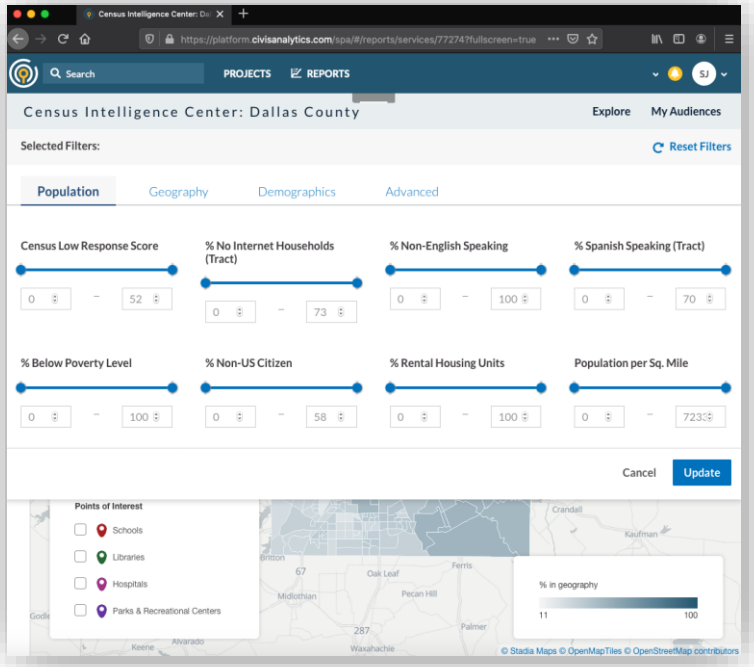
Blue & Gold

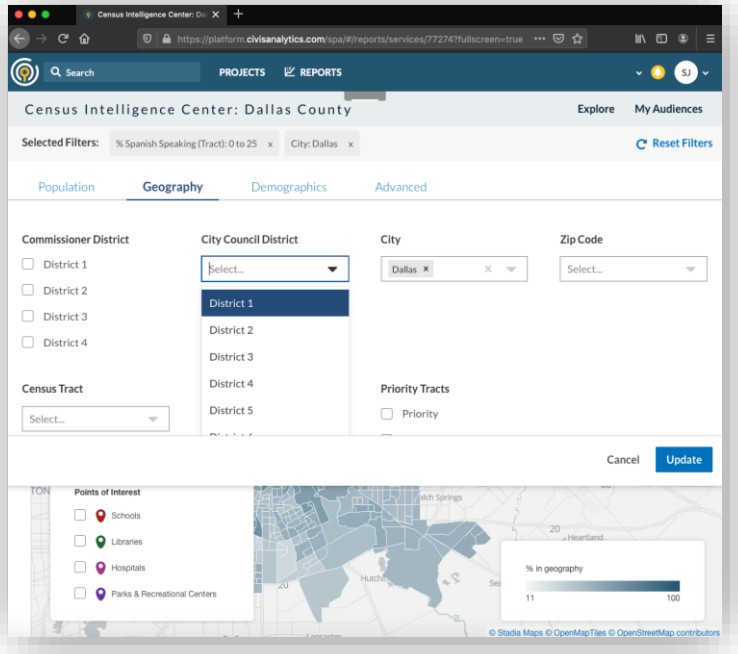


Response Rates

Census Intelligence Center

- The *Census Intelligence Center ("CIC"),* guided a data-driven approach to educate and drive awareness for the U.S. Census
- We activated marketing efforts at the block group level based on predictive maps generated by the Census Intelligence
- Surpassing the publicly accessible rates, the CIC provided line of sight on more than 20 demographic traits, daily response rates, and predictive models that allowed our team to maximize penetration and effectiveness.





Overall Response Rates

- U.S. Census Bureau predicted a 59% response rate (pre-COVID), which Dallas County surpassed by nearly five points
- In 2010 Dallas County lagged the nation by -9.4%. The Dallas County rate significantly improved vs. the nation cutting the gap to -3.1%.
- Dallas County realized a smaller decrease than the state of Texas and Harris County*

Response Rates	2010	2020	Difference
Dallas County	64.6%	63.9%	-0.7%
Dallas	61.9%	59.7%	-1.6%
Texas	64.4%	62.8%	-2.3%
U.S.	74.0%	67.0%	-7.0%

*Harris County is the metro area that most resembles the demographics of Dallas County / City of Dallas especially when considering Hard to Count communities: renters, families with young children, Hispanics, Blacks, % without broadband internet and % below the poverty level.

Source: census.gov, Civis Analytics

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Hard to Count

Dallas County and the City of Dallas significantly over-index versus its peers in populations deemed by the US Census Bureau as "*hard to count*:"

- Households with children 0 to 5
- Black/African-American
- Hispanic/Latino
- Low income

In addition, it over-indexes versus its peers in households without broadband internet service. This is of significance because for the first time the Census Bureau launched its decennial census with most households receiving an invitation, not a survey, asking them to respond via the internet. The Census waited a month before mailing one paper survey and followed up with postcard reminders to respond online, by mail or by phone.

The majority of media partners highlighted the distinct challenges of getting these hard to count residents to respond and emphasized educating and motivating residents. However, the local Dallas paper repeatedly compared Dallas County's rates with nearby counties/cities with significantly less percentages of hard to count populations, resulting in an apples to oranges comparison.

Response Rates

Dallas County Over Indexes with Hard to Count Populations

Hard to Count	Dallas	Fort Worth	Houston	Dallas County	Harris County	Tarrant County	Texas
Households with broadband internet	**73.5%**	80.8%	77.0%	**78.5%**	81%	84.3%	79.3%
Owner-occupied housing	**41.2%**	57.2%	42.9%	**50.1%**	54.7%	60.5%	61.9%
Persons in poverty	20.5%	16.0%	20.6%	14.2%	16.5%	12.1%	14.9%
Children 0 to 5	7.7%	7.9%	7.5%	7.5%	7.6%	7%	7.1%
Black or African American	**24.3%**	19.0%	22.5%	**23.5%**	19.9%	17.5%	12.8%
Hispanic or Latino	41.7%	35.0%	44.8%	40.5%	43.3%	29.2%	39.6%
Self-response rate	59.7%	64.5%	58.9%	63.9%	62.9%	68.9%	62.8%

– highest %
-- 2nd highest %

Source: census.gov, Civis Analytics

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Commissioner Districts

Response rates by Commissioner Districts

- Districts 2 and 3 increased their Census response rates
- Districts 1 and 4 saw a dip in response rates
- Lower internet coverage correlates with lower response rates

Commissioner District Response Rates	2010	2020
District 1	62.2%	60.0%
District 2	71.5%	73.1%
District 3	63.8%	64.0%
District 4	62.6%	60.7%

Source: census.gov, Civis Analytics

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City Council Districts

Response rates by City Council Districts

- Districts with higher poverty and lower internet coverage represented the districts with the lowest response rates.

City Council District Response Rates	2010	2020
Dallas	61.9%	59.7%
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District 14	65.0%	61.8%

Source: census.gov, Civis Analytics

The ART of INFLUENCE

Response Rate by City

Dallas County Cities	2010	2020
Addison	63.6%	63.1%
Balch Springs	62.1%	54.8%
Carrollton	71.8%	73.8%
Cedar Hill	68.1%	74.5%
Cockrell Hill	64.1%	52.6%
Coppell	78.3%	83.6%
Dallas	61.9%	59.7%
DeSoto	69.9%	74.2%
Duncanville	71.3%	73.2%
Farmers Branch	72.0%	67.3%
Garland	71.3%	70.1%
Glenn Heights	64.7%	71.2%
Grand Prairie	67.1%	67.8%

Dallas County Cities	2010	2020
Highland Park	78.1%	75.6%
Hutchins	55.7%	61.4%
Irving	62.1%	62.3%
Lancaster	67.0%	68.6%
Lewisville	65.1%	66.0%
Mesquite	68.3%	67.3%
Richardson	74.9%	70.3%
Rowlett	76.1%	81.4%
Sachse	74.8%	81.8%
Seagoville	70.2%	66.3%
Sunnyvale	83.8%	82.7%
University Park	76.1%	76.7%
Wilmer	54.5%	58.6%

Source: census.gov, Civis Analytics

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