

# Memorandum



CITY OF DALLAS

DATE August 27, 2021

TO Honorable Mayor and Members of the City Council

SUBJECT **The Office of Data Analytics and Business Intelligence Launches the City's 2020 Census Data Hub Site**

I am pleased to announce the launch of the [Dallas Census Data Hub Site](#). The site uses the decennial Census Data Summary Files (P.L. 94-171) released by the U.S. Census Bureau to provide residents with simple and usable Dallas-centric Census data, including population and housing unit comparison for the Dallas region.

The Office of Data Analytics and Business Intelligence (DBI) was successful in processing the Census Data Summary Files (P.L. 94-171), far in advance of the scheduled September 30, 2021 release of "canned" easy to use data by the U.S. Census Bureau. DBI's hub site provides an interactive platform to explore key population and housing census data in comparison to surrounding counties, within the City of Dallas, and the City Council districts.

In addition to the Census, the site also provides a detailed look at our neighborhoods through Tapestry Segmentation, which divides U.S. residential areas into 67 distinct segments based on their socioeconomic and demographic composition and details the diversity of the American population. These segments are further simplified by summarizing markets that share similar traits. There are 14 [LifeMode](#) groups and 6 [Urbanization](#) groups that are represented by each Council District and by the City as a whole. Please visit the link to learn more about [Tapestry Segmentation](#).

DBI will continue to add to the hub site as the U.S. Census Bureau releases data. You can sign up to [follow](#) the site for upcoming data updates related to Race and Ethnicity, Education, Age and Sex, Income, Families, Household, and Marital Status.

We thank you for your interest and for following this site for updates. For more information, please contact Dr. Brita Andercheck, Director of the Office of Data Analytics and Business Intelligence, at [Brita.Andercheck@dallascityhall.com](mailto:Brita.Andercheck@dallascityhall.com).

A handwritten signature in blue ink that reads "M. Elizabeth Reich".

M. Elizabeth Reich  
Chief Financial Officer

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Billierae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors