

# Memorandum



CITY OF DALLAS

DATE October 22, 2021

TO Honorable Mayor and Members of the City Council

SUBJECT **City of Dallas Census and Redistricting Briefings Follow Up**

Below are responses to questions raised during the Census and Redistricting briefings held on Wednesday, October 20, 2021.

## **1. Please provide information on how total census counts are calculated.**

Planning for the 2020 Census began before the 2010 Census had concluded. Beginning in January of 2020, the Census Bureau began its count of persons and households throughout the nation. This process included online questionnaires and dedicated phone lines in 13 languages. Paper questionnaires were mailed and hand-delivered to individuals, census workers visited households in remote areas to conduct the census in-person, and post cards were delivered reminding individuals to take part in the survey. Census takers also worked with service providers and visited homeless camps, as well as transient locations and other pre-identified locations where people are known to sleep, such as parks, under highway systems, rest stops, and all-night businesses. Census takers also counted people living in group housing, such as college dorms, nursing homes, and prisons.

Census takers follow up with individuals at every household that has not responded to the questionnaire. The Census Bureau uses other processes, such as checking administrative records and data, as well as imputation, to account for those they were unable to find, in order to produce a final census count. Typically, the counting process would have concluded by the end of July 2020, with the first official counts presented to the President at the end of the year. However, due to the pandemic, the schedule was delayed in 2020.

## **2. Please provide information on potential undercounts for the City of Dallas.**

After census population totals are released, the Census Bureau evaluates the quality of the census. They look at how well they conducted the census, including operational quality metrics on how they collected the responses, and conduct a thorough review of census operations. The Census Bureau also asks outside experts to independently review their work.

The Census Bureau compares the census results to other ways of measuring the population. They compare the census results to estimates of the population, such as demographic analysis and their own population estimates.

Additionally, the Census Bureau conducts a Post-Enumeration Survey to measure how many people and housing units were missed or counted erroneously in the census. This process is currently ongoing.

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In December of this year, the highest elected official of state and local governments will receive notice about participating in the Count Question Resolution (CQR) operation. A method to assess potential data processing errors.

Another tool available to assess potential undercounts is the Special Census program, which allows government units to request a special recount at their cost. Please note that this program could also result in overcounts. The Special Census program will not be available until the Census Bureau wraps up all post-2020 Census operations, which will likely be late 2023/early 2024. **Please note that none of these programs will change the official 2020 Census results that must be used for apportionment or redistricting, which were presented to you on Wednesday.**

**3. Please provide information on the qualifications of the ARCBridge Consultant team.**

As a reminder, the City Council approved the contract with ARCBridge, Inc in June of this year. Below are the team members working on the City of Dallas redistricting project.

Sam Mathur, Program Manager: 35 years of IT experience and 20 years with ARCBridge as Program Manager. Worked for Freddie Mac and PRC Inc. for 22 years. Mr. Mathur is the CEO of ARCBridge.

Priti Mathur, Technical Lead and Demographer: 25+ years of redistricting and GIS experience. Worked for the Department of Justice civil rights division and Northrop Grumman. 22 years with ARCBridge. Currently leading redistricting projects in Miami-Dade and Los Angeles Counties.

Michael Burgess, Redistricting Analyst: 10+ Years with ARCBridge working with GIS data applications and database development.

Stephanie Dumann, Web Development: 10+ years Web Development experience and QA/QC analyst.

ARCBridge also works with a pool of GIS analysts with extensive GIS experience.

**4. Please determine if the 2021 Redistricting Website and Mapping Tool Website are ADA Compliant.**

The City of Dallas 2021 Redistricting Website is currently being reviewed for ADA compliance. Any recommendations for improvement that result from this review will be made to the website to ensure that it is accessible as possible.

The mapping tool being used for the redistricting endeavor was developed by a third party, not ARCBridge, Inc, and the tool is not ADA compliant. It is currently in wide-use throughout the country. For this reason, the third-party developers are unable to make changes to the public mapping tool software. We are currently exploring opportunities to modify how the colors are displayed in an effort to make the software more accessible.

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**5. Please provide the names of all City of Dallas staff that will be directly working on the Redistricting project.**

Brett Wilkinson, Director, Office of Government Affairs  
C.C. Gonzalez-Kurz, Manager, Office of Government Affairs  
Chris Nolfi, Government Affairs Coordinator, Office of Government Affairs  
Willow Sanchez, Sr. Assistant City Attorney, City Attorney's Office  
Laura Morrison, Sr. Assistant City Attorney, City Attorney's Office

The ARCBridge, Inc. consulting team listed in No. 3 above are also considered redistricting commission staff.

This current list of redistricting commission staff is subject to change. We will notify the council of any changes to the makeup of the redistricting commission staff assigned to this project.

**6. Please provide a meeting schedule for the 2021 Redistricting Commission.**

A copy of the 2021 Redistricting Commission meeting schedule will be provided to the Mayor and City Council once that meeting schedule has been adopted by the Redistricting Commission. They are currently scheduled to discuss and approve an initial schedule at their next meeting on October 28, 2021.

Please contact me if you have any questions.



Kimberly Bizar Tolbert  
Chief of Staff

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| T.C. Broadnax, City Manager                | Jon Fortune, Assistant City Manager  |
| Chris Caso, City Attorney                  | Joey Zapata, Assistant City Manager  |
| Mark Swann, City Auditor                   | Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services |
| Biliera Johnson, City Secretary            | M. Elizabeth Reich, Chief Financial Officer                                  |
| Preston Robinson, Administrative Judge     | M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion            |
| Majed A. Al-Ghafry, Assistant City Manager | Directors and Assistant Directors  |