

# Memorandum



CITY OF DALLAS

DATE August 17, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT **Census 2020 Talking Points for Budget Town Halls**

As Councilmember Thomas communicated earlier this week, the first Complete Count Committee (CCC) meeting for the 2020 Census was held on Wednesday evening. The meeting was well attended and the CCC members are excited to participate in this endeavor.

Below are talking points about the Census and its importance for your reference as you are out speaking in the community. Additionally, the attached document will be available at the various City of Dallas Budget Town Halls.

## Census 2020 Talking Points for Budget Town Halls

- The U.S. Constitution requires that each decade we take a count of America's population.
- The census provides vital information for our community, including the number of representatives each state gets in Congress, and Census information is used to plan for a variety of resident needs including new roads, schools and emergency services.
- Texas receives \$43,334,650,874 in federal grant funds each year based on census data for programs.
- Every person not counted in the 2020 Census in Texas will result in a loss of \$1,578 per person, per year for a decade.
- Our goal is to ensure that the City of Dallas' Census count is as accurate and representative of its citizens as possible.
- The goal is to count everyone once, only once, and in the right place.
- The City of Dallas' Complete Count Committee, headed by Councilman Casey Thomas, will focus on increasing awareness about the Census to motivate residents to respond.
- Census 2020 will make it easier for people to self-respond. There will be three ways to complete the Census form – online, by phone or by paper questionnaire.
- The Census is safe and important! The US Census Bureau cannot and will not share personally identifiable information with any outside agency or organization – no data sharing with federal agencies, ICE, law enforcement, housing/apartment managers.
- Federal law protects the confidentiality of all the information the Census Bureau collects. Unauthorized disclosure of census data can result in up to 5 years imprisonment or a \$250,000 fine (or both) – Title 13 of the U.S. Code.
- Please help spread the word to our community about the importance of the Census.

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Kimberly Bizon Tolbert  
Chief of Staff

cc: TC Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
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Preston Robinson, Administrative Judge  
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Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Nadia Chandler Hardy, Chief of Community Services  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

# The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

*The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.*



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

## Foundation of a Successful Census



### Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



### Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response



### Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



### Release Census Results

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data



# 50 WAYS CENSUS DATA ARE USED

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- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English-language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.