

Memorandum



CITY OF DALLAS

DATE March 29, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT Census 2020 Update

On Monday, March 18, the Office of Strategic Partnerships and Government Affairs briefed the Human and Social Needs Committee on the Census 2020 Efforts.

A few highlights from the briefing:

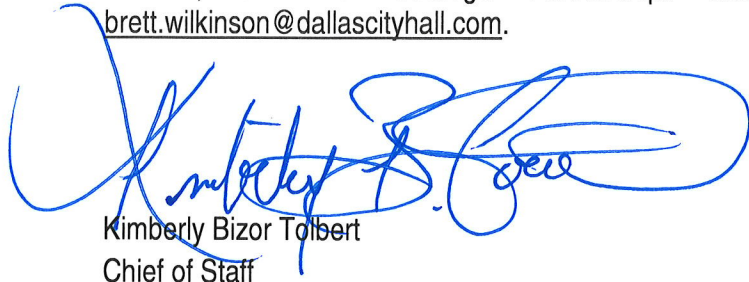
- The Mayor's Complete Count Committee (CCC) is comprised of volunteers from various sectors across the City of Dallas. The CCC also includes representatives from several City departments.
- The goal of the CCC is to develop and implement a robust strategy to reach as many people as possible across the City. This effort will have a strong focus on the Hard to Count areas that traditionally report low Census response rates.
- Members of the CCC were appointed by Mayor Mike Rawlings in early summer of 2018.
- Also, in early summer of 2018, each City Council Member was asked to appoint two representatives to the CCC. A request has been made to Council Members still needing to make appointments.
- The CCC is chaired by Mayor Pro Tem Casey Thomas and has four subcommittees:
 - Hard to Count (MPT Thomas, Chair)
 - Media (Mary Poss, Chair)
 - Partnerships (Dallas County Treasurer Pauline Medrano, Chair)
 - Fundraising (George Tang, Chair)
- Funding for the City of Dallas Census awareness outreach effort will be conducted by the Fundraising Committee and solely derived via private donations.
- The use of all funds raised is subject to the approval of the Complete Count Committee.
- The CCC will meet for a third time on April 2, 2019. During that meeting, each sub-committee will review its strategic plan, timeline for implementation, and immediate action items.

As a reminder, the Council included \$75K in this year's budget for a Census coordinator (1 FTE), which also included some funding for supplies. The Coordinator, Ed Turner, has been hired and is reporting up to Elizabeth Saab, Manager of External Relations in the Office of Strategic Partnerships and Government Affairs.

Lastly, some of you may be receiving proposals from firms looking to provide Census related services. It may be that the CCC decides that such services would be beneficial to its complete count efforts. The CCC set an initial fundraising goal of \$1 million, so if the CCC decides to use such a service, it would come out of that budget. However, any utilization of such a consultant would be up to the CCC. The CCC is scheduled to meet again on April 2nd, at which they will be discussing a draft strategic plan and their meeting schedule thru April of next year.

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The Office of Strategic Partnerships and Government Affairs will provide further updates on Census 2020 efforts as they become available. If you have any question or concerns, please contact Brett Wilkinson, Director, Office of Strategic Partnerships and Government Affairs, at 214/670-5797 or brett.wilkinson@dallascityhall.com.



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Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Laila Alequresh, Chief Innovation Officer
Directors and Assistant Directors