

# Memorandum



CITY OF DALLAS

DATE August 30, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT **Census 2020**

Over the past year, the City of Dallas has been hard at work on the Census 2020 outreach effort. Some of the work staff has completed includes developing a comprehensive strategic plan, mobilizing members of the Mayor's Complete Count Committee (appointed by former Mayor Mike Rawlings and members of the City Council), and laying the foundation for an awareness campaign, which is scheduled to be launched in the coming weeks.

City staff has also engaged with multiple civic organizations, business leaders, faith-based organizations, media outlets, government agencies at the local, state, and federal level, and others. The City of Dallas has been working with representatives from Dallas County since July 2018, ensuring their participation in, and awareness of, the City of Dallas' efforts.

When the Mayor's Complete Count Committee was established, four subcommittees were formed: Hard to Count, Media, Partnerships and Fundraising. It was the task of the Fundraising Subcommittee to secure private funds for a robust outreach effort. However, thus far, they have been unable to meet their milestones.

In evaluating the road map moving forward, we believe a joint partnership between the City and the County will be most effective in our ability to reach each and every resident. This partnership will support and enhance the work being driven by City staff. This is similar to other city/county partnerships around the state. Additionally, because the city of Dallas has a significantly higher number of hard to count communities, it is vital that the City's efforts are coordinated even more closely with Dallas County's efforts.

Dallas County intends to release an RFP on September 3, 2019, to contract with a vendor to provide Census outreach on behalf of the entire county. Upon a successful vote at the Commissioner's Court on September 3, 2019, vendors will be able to bid on a scope of work. The bid will be evaluated jointly by City and County staff, and a contract is expected to be awarded in November. As part of the RFP, the vendor will be required to use the framework already developed by the City as a launch pad for their efforts to ensure momentum continues on progress we have made.

On September 11, 2019 the City Council will consider a year-end appropriation adjustment for FY 2018-19, which will include additional funding for Census 2020 efforts. Then on September 25, 2019, the City Council will be asked to consider approval of an ILA and expenditure of funds to join with Dallas County in supporting the results of the RFP to hire a consultant for Census 2020 outreach in the city of Dallas and throughout Dallas County. Additionally, staff will provide an update briefing to the City Council on the City's Census 2020 efforts on September 18, 2019.

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We appreciate the feedback and recommendations from the City Council on current Census 2020 efforts and will continue to keep you abreast of our progress.

Should you have any questions, please feel free to contact me or Brett Wilkinson, Director of the Office of Strategic Partnerships and Government Affairs.



Kimberly Bizer Tolbert  
Chief of Staff to the City Manager

c: T.C Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Billierae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer  
Michael Mendoza, Chief of Economic Development and Neighborhood Services  
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Directors and Assistant Directors