

Memorandum



CITY OF DALLAS

DATE February 28, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Census 2020 Update**

In advance of the 2020 Census briefing to the City Council on March 4, 2020, the following is an update on community outreach activities. Staff is grateful for your continued assistance and support on our Census 2020 efforts as we make this next big push towards the April 1, 2020 Census opening day.

The Mayor's Complete Count Committee (CCC) last met on February 10, 2020. The CCC was introduced to Alpha Business Images (ABI), the vendor selected in partnership with Dallas County and area cities to assist with Census 2020 outreach efforts. The CCC is engaged with assisting and identifying immediate needs in their respective communities and will also support immediate engagement activities prior to and during the Census opening date on April 1, 2020.

In addition to February's CCC meeting, we are eager to provide weekly updates for immediate activation opportunities. Most recently, the CCC and the Mayor and City Council (MCC) offices received a link to the re-launched website (www.DallasCensus.com), downloadable social media graphics, a newsletter, and graphic components to begin the outreach using the digital collaterals that have been developed.

Additionally, the Communities Foundation of Texas has volunteered to sponsor and provide general printed materials which will be available for stakeholders beginning on March 13, 2020. As we've previously communicated, ABI is focusing on Hard to Count (HTC) areas and handling the messaging and materials directly tied to those areas. To continue to assist with that effort, City staff has assembled a network of partners to assist with these efforts from the non-profit, business, civic, community, faith-based and multi-language sectors who are engaged and will assist throughout the Census process.

Internally, all city departments are engaged and will assist with messaging front line points of contact within the community and will play a critical role in Census Live! Online participation events.

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Additionally, previous and continuing asks from Mayor and City Council offices include engagement with stakeholders in each district and identifying engagement opportunities. Please share or use [this form](#) to identify interested entities. We appreciate your willingness to notify staff of events in your district that you are hosting, attending, or know about, where Census 2020 might be an appropriate topic. We will continue to send weekly social media graphics and newsletters for you to download and send to your network and are eager to continue to engage with your constituents who are interested in participating on the City's CCC. We also encourage you to direct those willing to participate in Census 2020 to contact info@DallasCensus.com. Someone will respond promptly to engage them in our effort.

We would appreciate your assistance with the Census 2020 effort and ask that you provide any engagement opportunities or stakeholders you would like included by Wednesday, March 4, 2020 at the close of the briefing. Staff will engage potential partners as quickly as possible.

We will continue to keep you updated on the City's Census 2020 efforts. For questions or concerns, please contact me or Brett Wilkinson, Managing Director, Office of Strategic Partnerships and Government Affairs.



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Chief of Staff to the City Manager

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