

Memorandum



CITY OF DALLAS

DATE September 25, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Census 2020 Update**

Late Thursday evening, a federal court ordered an extension for the 2020 Census count. The date for operations to be complete had been scheduled for September 30, 2020. A lawsuit led by the National Urban League was filed to push the deadline back. U.S. District Judge Lucy Koh (Northern District of California) has ruled in favor of the extension, providing for an October 31, 2020 completion date.

News reports suggest the Department of Justice will appeal, although nothing official has been filed.

Link to motion: <https://bit.ly/3cCfchJ>

Link to news article about the update: <https://n.pr/3mQJgLk>

Prior to Judge Koh's ruling, efforts were underway to count down the final seven (7) days of the 2020 Census. To kick off the last week of outreach and awareness, Alpha Business Images (ABI) provided City Council with Census t-shirts to wear at Wednesday's City Council meeting.

As of September 18, the City of Dallas response rate is 58.40%. With the deadline pushed back to October 31, there is a little over a month to continue pushing for a complete count. City of Dallas Census staff will continue to engage departments, members of the Complete Count Committee, and volunteers to further outreach and awareness.

Your support and participation in ensuring a complete 2020 Census count is much appreciated. We can't do this without the City Council and are inviting you to continue to assist with the effort over the next few weeks in the following ways:

- Remind residents that it is even easier to fill out the 2020 Census: **text *icount2020 to 313131***
- Share the social media posts that city staff emails you each week – created by the city's census vendor alpha business
- Rally your local businesses and non-profits to help get the word out
- Encourage your Complete Count Committee members or volunteers to contact city staff to distribute materials in neighborhoods
- Post in your constituent newsletter reminding residents about the 2020 Census and the new deadline, October 31

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- Ask your Complete Count Committee members, volunteers, and residents to encourage neighbors online, by phone or through in-person canvassing to fill out the census

We will continue provide weekly Census updates to the City Council until the end of Census 2020. Please contact me if you have any questions.



Kimberly Bizer Tolbert
Chief of Staff to the City Manager

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