

# Memorandum



CITY OF DALLAS

DATE September 18, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Census 2020 Update**

The current deadline for the 2020 Census is quickly approaching, with an end date for operations set for September 30, 2020. However, that date is being challenged through a lawsuit. As reported last week, a federal judge has issued a temporary restraining order. A hearing was scheduled for September 17<sup>th</sup>. However, the judge in the case has rescheduled the hearing to September 22<sup>nd</sup>, due to the Justice Department attorneys missing a deadline for producing documents. Additionally, in her motion, the judge extended the preliminary injunction preventing the Census Bureau from winding down Census operations until after the hearing, September 24, 2020.

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

Link to news article about the update: <https://n.pr/2FSn02M>

In partnership with Dallas County, Complete Count Committee volunteers, local U.S. Census Bureau partnership specialists, Alpha Business Images (ABI), and City staff continue robust outreach and awareness efforts to increase the City's response rates. Below are some examples of those outreach efforts:

- City Census staff continues to work with Complete Count Committee volunteers to deploy materials for outreach and awareness. They are focusing on apartment complexes in Hard to Count Areas.
- The Communities Foundation of Texas, in partnership with Shiftsmart, continues to make calls via a virtual phone bank. 160,000 households have been contacted and another 160,000 are in process to reach by September 30<sup>th</sup>.
- The U.S. Census Bureau is assisting this effort by sending out a one-time text to the households contacted.

ABI also continues to provide data from self-response rates through their subcontractor, Civis Analytics. According to ABI, *"Dallas' 2020 performance has resulted in a 3.5% increase in response rates vs. its 2010 performance relative to the U.S. response rates. That increase translates to an 25,000+ additional people counted and a \$30 million annual impact."*

ABI is targeting their efforts in various areas in the final weeks. Event participation and mailers will target Census tracts with self-response rates between 45%-58%. ABI will also focus social media ads in Census tracts where self-response rates range from 59%-60% and higher, as these are also areas with higher internet coverage. ABI's social media reach will also target very low response rate areas as well.

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A 7-day countdown will begin on September 23, 2020. ABI is planning this kick-off to foster increased participation in the final days. They are working to engage elected officials, community stakeholders and members of the Complete Count Committee for the launch. Early next week, ABI will provide additional details and a call to action for City Council to assist with the kick-off.

As always, your support and participation in ensuring a complete 2020 Census count is much appreciated. We can't do this without the City Council!

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



Kimberly Bizor 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                                 |
| Mark Swann, City Auditor                   | Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services |
| Biliera Johnson, City Secretary            | M. Elizabeth Reich, Chief Financial Officer                                  |
| Preston Robinson, Administrative Judge     | Laila Alequresh, Chief Innovation Officer                                    |
| Majed A. Al-Ghafry, Assistant City Manager | M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion            |
| Jon Fortune, Assistant City Manager        | Directors and Assistant Directors  |