

Memorandum



CITY OF DALLAS

DATE April 17, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Census 2020 Update**

As the COVID-19 Stay at Home order is active, City staff continues to push virtual outreach and awareness for Census 2020. Residents can now fill out the Census online and over the phone in multiple languages. All households that have not responded online or over the phone should have received their paper Census forms.

Earlier this week, the Census Bureau released a statement announcing they are proposing to extend the self-response date to October 31, 2020. They are also proposing to push back reporting the official counts to the President, as well as state and local governments. The proposed new dates are as follows:

Activity	Planned Schedule	Revised Schedule
Self-Response Phase	March 12 – July 31, 2020	March 12 – October 31, 2020
Non-Response Follow up	May 13 – July 31, 2020	August 11 – October 31, 2020
Deliver Counts to President	by December 31, 2020	By April 30, 2021
Counts Delivered to States	by April 1, 2021	July 31, 2021

While the Census Bureau does not need Congressional approval to move the self-response date, they do need approval to push back the date for reporting the counts. City staff will provide an update when Congress takes any action.

Additionally, the proposed new Census schedule will impact the redistricting timeline that was presented to you at the March 4, 2020 City Council briefing. A proposed new redistricting timeline will be forthcoming. As of now, we do not anticipate that any changes will impact the originally proposed timeline of having a new districting plan in effect for the May 2023 City Council elections.

The Census 2020 count has been underway for just over three weeks now. The following numbers represent response rates as of April 14, 2020:

- National: 49.1%
- State: 44.7%
- Dallas County: 46.3%
- City of Dallas: 42.7%**

City staff continues to send weekly Complete Count Committee updates with Census 2020 facts and links for downloadable social media graphics in English and in Spanish. The emails are also

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sent to the Mayor and City Council, as well as Mayor and City Council staff. We invite you to [download and share](#) these graphics weekly to assist in our continued outreach and awareness efforts.

City staff also continues engaging with the local school districts. The districts are sharing Census 2020 information and promoting Census 2020 in tandem with meal serving and learning distance programs.

Alpha Business Images (ABI) is now providing district specific response rate maps weekly. City staff will share those maps with the Mayor and City Council as you continue to raise awareness for Census 2020.

Internally, Census staff is hosting virtual meetings with all City department Census liaisons to continue enlisting their support for Census 2020. Staff department liaisons are being asked to share messaging and encourage participation within their respective departments. Departments continue to be eager to assist and shift their participation to virtual outreach.

Additionally, as COVID-19 is fluid and evolving, and outreach efforts have shifted to virtual engagement, we appreciate your sharing the importance of Census 2020 with residents and stakeholders in your district and identifying virtual engagement opportunities to promote Census 2020.

We also encourage you to direct those willing to virtually participate in Census 2020 to info@dallasCensus.com. Someone will respond promptly to engage them in our effort.

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.



Kimberly Bizer Tolbert
Chief of Staff to the City Manager

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