

Memorandum



CITY OF DALLAS

DATE September 11, 2020

TO Honorable Members of the Workforce, Education, and Equity Committee

SUBJECT **Update on 2020 Census Outreach and Awareness Efforts**

As we near the deadline to complete the 2020 Census, we are providing you with an update for the final few weeks of 2020 Census outreach efforts. The deadline was moved to September 30 due to COVID-19. While a federal Judge in California issued a temporary restraining order last Saturday that stops the Census Bureau from winding down operations until a court hearing is held on Sept. 17, we are still operating as though September 30 is the deadline for now. In partnership with Dallas County, the Complete Count Committee volunteers, local U.S. Census Bureau partnership specialists, and vendor Alpha Business Images (ABI), we continue robust outreach and awareness efforts to increase our completion numbers by the deadline. Below are some examples of those outreach efforts.

- City Census staff continues to engage City departments to deploy materials, and to participate in filling out the 2020 Census.
- The City of Dallas has partnered with Art + Action to design a message for online circulation activities.
- The Communities Foundation of Texas virtual phone bank in partnership with Shiftsmart is also underway. The goal is to reach 200,000 households by September 30. Those numbers are also being sent direct text messages to respond to the Census.
- One-on-one meetings are underway with City Council, City Census staff, and Alpha Business Images to discuss ideas for the last stretch push.

On September 23, a 7-day countdown is being planned by ABI to foster increased participation in the final days. Information will be sent to the City Council in the coming week. We hope you will make plans to join us!

ABI was scheduled to provide an update to City Council on September 2. That briefing was cancelled due to the budget agenda item; therefore, we have attached ABI's briefing. Highlights include: 8,539 households canvassed, 237,000 families reached by mail, 200 houses of worship engaged, and 175,000 promotional items distributed. Additional outreach numbers include earned media reach of 17.8 million people via television, radio, online, and community newsletters. Reach through paid social media includes 6.3 million impressions. ABI is working with 20 social media influencers. Collectively their reach is an audience of 1,400,000.

ABI also continues to provide data from self-response rates through their subcontractor Civis Analytics. According to ABI, data shows, *"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 25k+ additional people counted and a \$30 million annual impact."*

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ABI is targeting their efforts in the last few weeks in various areas. 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; these are also areas with higher internet coverage. ABI's briefing provides that the social media reach will also target very low response rate areas as well.

As we enter the final stretch of the Census, Councilmembers are being asked to participate in canvassing, encourage Complete Count Committee member active participation, assist with deployment of materials, participate in virtual events, encourage neighborhood partners, share provided social media posts, and make announcements at any public appearances. I want to thank our many councilmembers who allowed staff to brief our residents on the Census during their budget town halls.

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!

Please contact me if you have any questions.



Kimberly Bizer Tolbert
Chief of Staff to the City Manager

- c: Honorable Mayor and City Councilmembers
T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera 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
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors



2020 Census Education & Awareness

January 2020 – August 2020

I COUNT, YOU COUNT,
WE ALL COUNT!



¡YO CUENTO, TU CUENTAS,
TODOS CONTAMOS!





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Organizational Chart

Alpha Business Images
Campaign Strategy & Management
Creative Direction
Campaign Execution

CIVIS Analytics
Data Analytics
Mapping

The Concilio
Outreach
Messaging

JBJ Management
Outreach

MRR & Associates
Media Relations
Messaging

White Pants
Paid Social



Strategy & Planning

January 2020 – March 2020

Develop Brand and Brand Guide

Conduct Focus Groups: Families w/small kids,
African-American and Latino (9)

Develop Dallas County-wide Strategy, Plan &
Implementation Calendar

Launch 20 page English/Spanish website,
dallascensus.com

Build Census Live! Network

Build Partnership Network: 600+

Create Census Intelligence Center

Launch @dallascounts2020 on FB, Instagram and Twitter

Vehicles (2)

Census Live! Kiosks

Census Live! Kits

Census Parties

Videos

Mobile Hot Spots/Tablets (10)

Uniforms

Email Templates (18 cities)

Flags

Window Clings

Yard Signs/Posters

Custom Flyers/Postcards

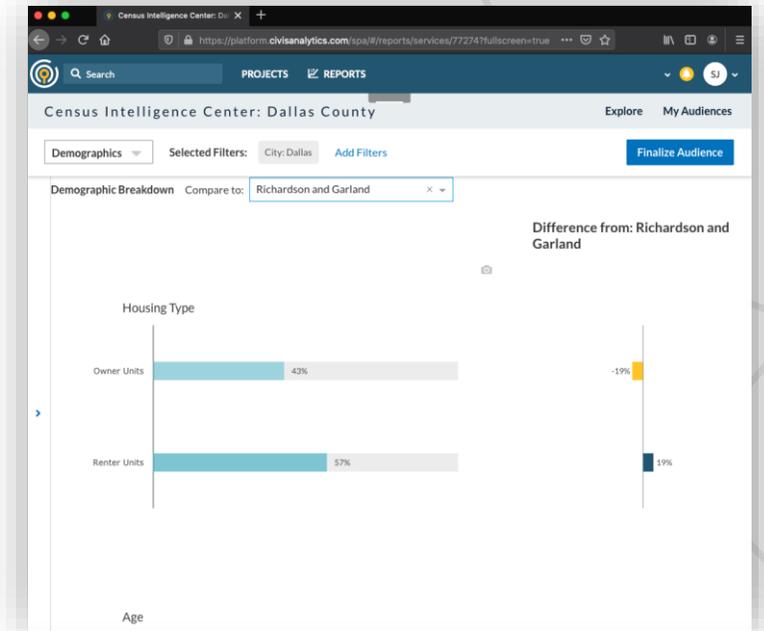
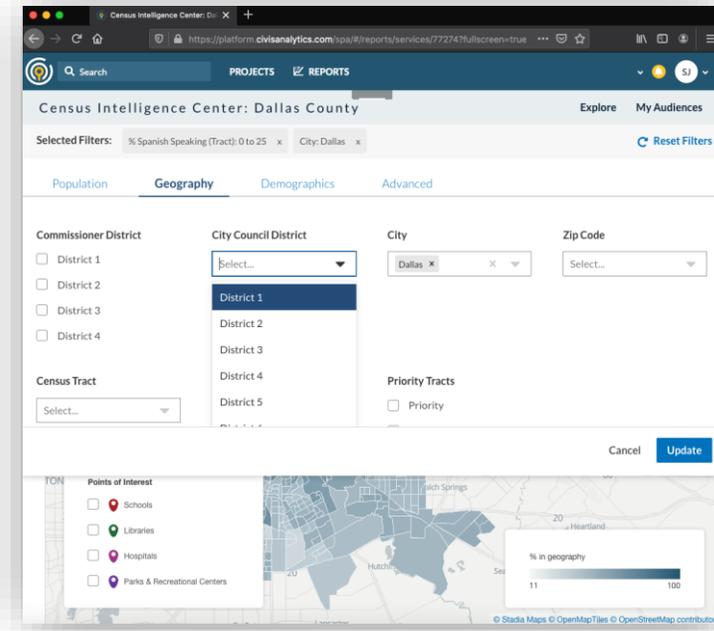
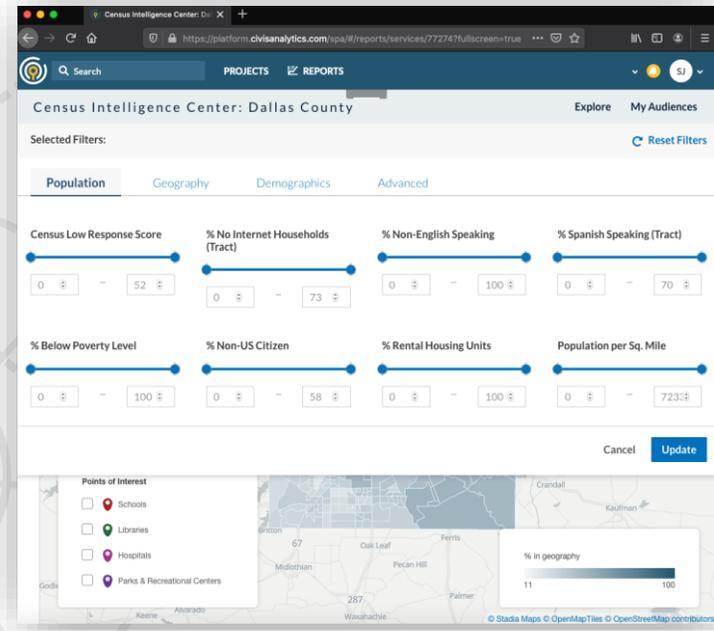
Promo Items

- Hand Sanitizer
- Census Live! Kits
- Tote Bags
- T-Shirts



Census Intelligence Center

CIVIS Analytics





COVID Strategy & Planning

March 2020 – April 2020

SUSPENDED

- Census Day (April 1)
- County-wide Census Weekend
- Census Live! Locations
- Census Live! Kiosk
- Canvassing

TRANSITIONAL STRATEGY

- Food Distribution Sites
- Hardware Stores
- Heavy increase digital outreach
 - Digital asset creation
 - Frequency
 - Social media ads
- Redirect Partners

Elected Officials/Partners Toolkit

March 2020 – August 2020

1



Online Toolkit

25



Educational
Emails

82



Social Media
Posts

Easy downloadable assets at www.dallascensus.com

- Email Template for custom emails (six languages)
- Digital Banners
- Digital/Printable Flyers (six languages)
- Digital/Printable Door Hangers (five languages)

- Multi-Cultural Image Library
- Dallas Census Logos
- Dallas Census PowerPoint Template



Your participation

There's still time to take the Census!

Deadline Extended until September 30!

Spread the Word

Fill out the 2020 census today and get counted!

Respond Now

I COUNT, YOU COUNT.
WE ALL COUNT!



¡YO CUENTO, TÚ CUENTAS.
TODOS CONTAMOS!

Visit
Call
Follow

www.2020census.gov
844.330.2020
#DallasCounts2020

Support for the response of a health pandemic should not be something we have to worry about. By counting everyone in our household and community in the census, it will help inform how federal funds will be allocated for programs and services to assist our healthcare system for future planning.

844.330.2020
@dallascounts2020
#DallasCounts2020

Dallas City Council Participation



Virtual Census Party



Social Media Video



Yard Signs at Apartments and Bus Stops

Outreach

March 2020 – August 2020
The Concilio / JBJ Management

8,539
Households Canvassed



19,384
Phone Calls



16,880
Families reached at
Food Distribution Sites



11,752
Reached at Lowe's
Home Improvement



237k
Families reached by Mail



200/100k
Churches/Reach



1
English and Spanish
Website



103k
Printed Pieces



175k
Promo Items



I COUNT, YOU COUNT,
**WE ALL
COUNT!**

#DALLASCOUNTS2020

¡YO CUENTO, TU CUENTAS,
**TODOS
CONTAMOS!**

#DALLASCUENTA2020

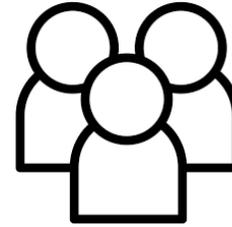


Earned Media

MRR & Associates

17.8MM

Reach



20

TV Stories



330

Community
Newsletters



9

Podcasts



10

Print Articles



72

Online Articles



25

Radio Stories



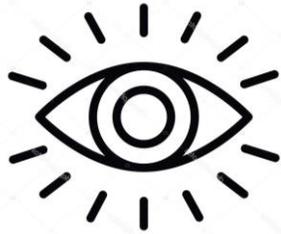


Social Media

ABI / White Pants

6.3MM

Impressions
from Paid Ads



9,483

Clicks
to dallascensus.com



\$2.99

Cost Per Click



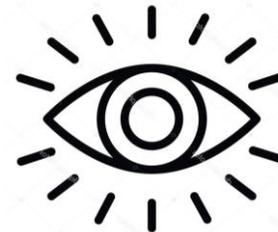
20

Social Media Influencers
Audience of 1.4MM



128,000

Impressions



46,438

Engagements with
Followers



Paid Ads

#DallasCounts2020
We can do everything we have to do to make a difference. Taking the U.S. Census and getting counted.

WE ALL COUNT! TODOS CONTAMOS!

#DallasCounts2020

JUNE TEENTH IS A DAY TO REFLECT

WE ALL COUNT! TODOS CONTAMOS!

WE ALL COUNT! TODOS CONTAMOS!

Today we honor and salute those fallen service members and their families.

Para 2022, Texas tendrá la mayor población hispana y representará el 65% del crecimiento del estado.

#DallasCounts2020

COUNT ME IN Challenge

Starts June 1, 2020
Walk the Talk.
This is your chance to make a difference.

DALLAS COUNTY

WE ALL COUNT! TODOS CONTAMOS!

WE ALL COUNT! TODOS CONTAMOS!

THE CENSUS BUREAU'S OFFICE WILL NEVER ASK FOR

Money or donations

WE ALL COUNT! TODOS CONTAMOS!

Mantener su información privada y segura es la prioridad de la Oficina del Censo.

#DallasCounts2020

#DallasCounts2020
Podemos hacer algo ahora que ayude a marcar la diferencia: completar el censo de EE.

WE ALL COUNT! TODOS CONTAMOS!

Hazte a tu comunidad y tu patrimonio al hacer el censo.

#DallasCounts2020

SEA PARTE DEL CAMBIO.

Su contribución ayudará a Texas a obtener entre 2 y 4 asientos en el Congreso.

WE ALL COUNT! TODOS CONTAMOS!

BE PART OF THE CHANGE.

Local communities benefit from the federal money that comes from the census.

WE ALL COUNT! TODOS CONTAMOS!

Los fundadores de nuestro país diseñaron el censo para que cada 10 años...

WE ALL COUNT! TODOS CONTAMOS!

LET'S GET COUNTED CRUISE

Join us Sunday, July 12, to spreading the word about the 2020 U.S. Census and celebrating the beauty of Louisiana as they cruise through Lake Cadeau to promote the importance of filling out the census by OCT. 31.

Assured representation of resources and services. Angel House of Houston (AHH) will...

WE ALL COUNT! TODOS CONTAMOS!

CENSUS ENUMERATORS ARE HITTING THE STREETS

¡NO QUIERES QUE NADIE LLAME A TU PUERTA!

Visite 2020Census.gov o llame al 844.468.2020 y contribuya al censo.

If our voices aren't heard, unfair political advantages can occur.

#DallasCounts2020

#DallasCounts2020

Es vital su participación. Su información.

Obtener una representación justa.

Complete el censo.

YOUR PARTICIPATION WILL CONTRIBUTE TO THE DISTRIBUTION OF

FEDERAL FUNDS TO COMMUNITY EDUCATION

WE ALL COUNT! TODOS CONTAMOS!

WE ALL COUNT! TODOS CONTAMOS!

"Las elecciones del censo han permitido a los estados y condados conectarse entre los miembros de una colaboración generalizada, impida una región. Todos nos beneficiamos de una mayor tasa de respuesta regional y estatal y resulta una buena inversión de tiempo de los líderes políticos definidos, como los líderes de la ciudad y los líderes del condado."

Molly J. Carroll

15

"Un censo completo es absolutamente vital para garantizar que nuestra comunidad reciba una parte justa de los fondos y la representación federal."

Dr. Elba Garcia, Concejala del Consejo de Dallas, Distrito 4

Make sure everyone gets counted.

Ayude y hágase contar.

#DallasCounts2020

Your census data will provide the necessary information for health care providers to make knowledgeable decisions with federal funded money.

#DallasCounts2020

La información que usted proporciona es vital para garantizar que todos los miembros de nuestra comunidad reciban los recursos federales que necesitan.

#DallasCounts2020

Deadline Extended until September 30!

WE ALL COUNT! TODOS CONTAMOS!

MÁS PODER

WE ALL COUNT! TODOS CONTAMOS!

#dallascounts2020 social posts



African-American-Focused Efforts

The Concilio / JBJ Management



Events

Black Lives Matter protests
 Concord Church Food Distr.
 Need to Be Heard
 NULYP Phone Bank
 Take a Knee in Unity

Partnerships

AA Pastors Coalition
 Alpha Phi Alpha
 Alpha Kappa Alpha
 Dallas BPA
 DAR
 Delta Sigma Theta

IMA

Harmony Dev Corp
 Kappa Alpha Psi
 The Links
 NULYP
 Reimagine Redbird

Latino-Focused Efforts

The Concilio / JBJ Management / MRR



Events

Marc Anthony Concert
 Get Counted Lowrider Cruise
 El Mochilón
 Ledbetter Ford Eagle NA
 Mercado 369 Health Fairs

Partnerships

Catholic Charities
 GDHCC
 Hispanic Heritage Ambassadors
 Los Barrios Unidos
 LULAC
 Pleasant Grove Unidos

Villas del Tesoro Apartments
 Hunger Busters
 NAHF
 NALEO
 NLLEO
 Wesley Rankin Comm Ctr.



2020 Census is Producing Lower Self-Response Rates

U.S.	64.4%
Texas	59.6%
Harris	59.3%
Houston	55.2%
Dallas County	60.1%
City of Dallas	55.8%

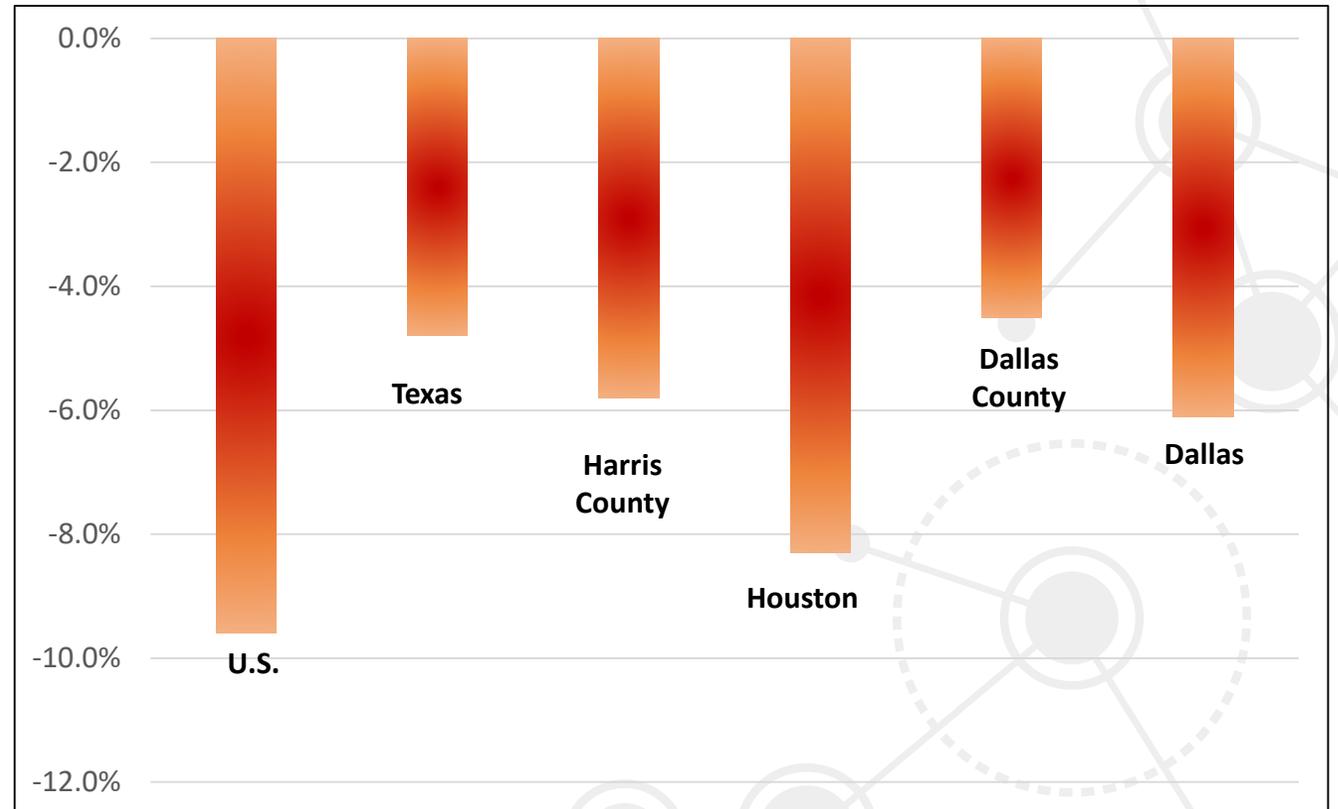
As of 8/21/20

Source: census.gov,

As of 8/21/20

Source: census.gov, Civis Analytics

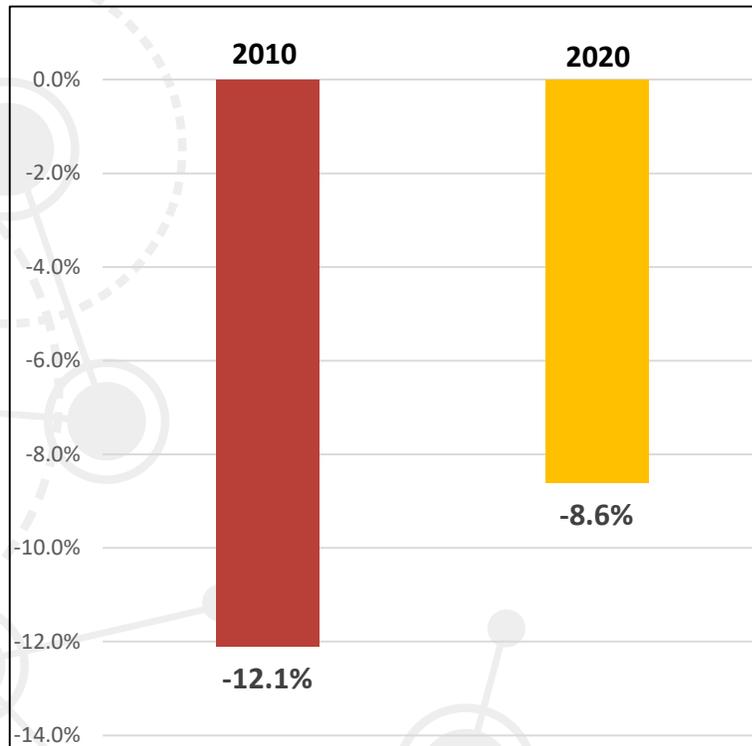
Internet-Focused Survey and COVID Environment





Dallas is Closing the Gap from 2010

Dallas vs. U.S. Response Rate



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 25k+ additional people counted and a \$30mm annual impact.

As of 8/21/20

Source: census.gov, Civis Analytics

Dallas Over Indexes with Hard to Count Demographics

As of August 21, 2020*							
National rate: 64.4%							
	Tarrant County, Texas	Harris County, Texas	Texas	Dallas County, Texas	Houston	San Antonio	Dallas
INTERNET							
Households with a broadband Internet subscription, percent, 2014-2018	84.3%	81.0%	79.3%	78.5%	77.0%	76.6%	73.5%
RENTERS							
Owner-occupied housing unit rate, 2014-2018	60.5%	54.7%	61.9%	50.1%	42.9%	54.4%	41.2%
POVERTY							
Persons in poverty, percent	12.1%	16.5%	14.9%	14.2%	20.6%	18.6%	20.5%
CHILDREN 0 TO 5							
Persons under 5 years, percent	7.0%	7.6%	7.1%	7.5%	7.7%	7.1%	7.7%
RACE/ETHNICITY							
Black or African American alone, percent	17.5%	19.9%	12.8%	23.5%	22.5%	6.9%	24.3%
Hispanic or Latino, percent	29.2%	43.3%	39.6%	40.5%	44.8%	64.2%	41.7%
SELF-RESPONSE RATE							
	65.7%	59.3%	59.6%	60.1%	55.2%	62.2%	55.8%
	less likely HTC						more likely HTC

Source: census.gov, Civis Analytics

Lower Internet Coverage Correlates with Lower Response Rates

RESPONSE RATES		% OF HH W/O INTERNET		% LIVING IN POVERTY	
District 9	68.43%	District 5	43.00%	District 4	34.59%
District 12	63.55%	District 4	41.63%	District 5	29.65%
District 3	63.29%	District 8	36.40%	District 7	28.33%
District 13	63.08%	District 7	35.28%	District 8	27.59%
District 14	57.52%	District 1	30.31%	District 2	23.53%
District 10	57.50%	District 3	28.45%	District 1	22.49%
District 11	56.86%	District 6	23.16%	District 6	20.74%
District 5	55.89%	District 10	21.18%	District 10	19.89%
District 8	55.44%	District 2	20.58%	District 3	19.73%
District 1	54.95%	District 11	18.48%	District 11	15.03%
District 6	53.15%	District 13	13.70%	District 13	12.62%
District 4	52.46%	District 12	12.94%	District 12	10.92%
District 7	51.72%	District 9	12.92%	District 14	10.62%
District 2	49.17%	District 14	7.54%	District 9	9.53%

Targeting Levels for Canvassing and Activations

Census Tract Levels

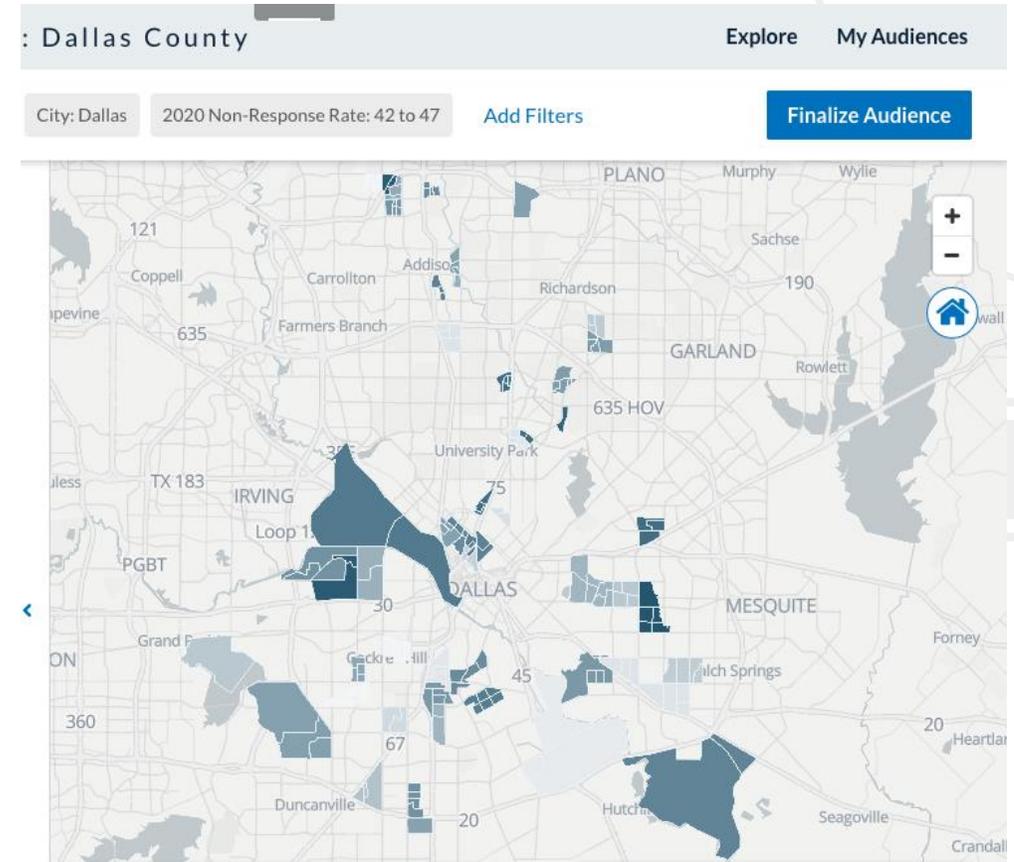
Level 1 69% and above self-response rate

Level 2 59% - 68% self-response rate

Level 3 53% - 58% self-response rate

Level 4 45% - 52% self-response rate

Level 5 44% and below self-response rate



Level 3 Map



30-Day Strategy

Segment Geography by Response Rates

Define five levels

Further target based on hard to count demographics

Concentrate social media ads on Level 1 and 2 census tracts that have higher internet coverage and higher response rates

Focus the Dallas Counts Outreach Team on one-on-one outreach in Level 3 and 4 census tracts

Leverage volunteers for one-on-one outreach in Level 3 and 4 census tracts

Target event participation and mailers on Level 3 and 4 census tracts and low performing districts

Focus earned media efforts on media channels that have reach and credibility with the hard to count

Activate, rally and support elected officials, business and community leaders and partners in outreach, targets and necessary collateral to reach and motivate their constituents, employees and customers.



30-Day Activation

Outreach – Level 3 and 4 Tracts

Canvassing	Goal: 100,000+
Phone Bank	Goal: 175,000
Texts	Goal: 175,000
Mailers	Goal: 245,000 HH

Social Media – Level 1 – 5 Tracts

Social Media Ads	Goal: 6MM impressions
16 Social Media Influencers	

Events – Level 4 and 5 Tracts

- Food Distribution
- Voter Registration
- Back to School
- 10-Day Countdown

Activating 600+ Partnerships

- Volunteer canvassing/phone bank
- Event engagement
- Communication channels

Earned Media

- Press Releases
- Op-Ed
- Multi-Cultural/Multilingual Coverage

Collateral

- Corporate Email Blast for Chambers/
Business Orgs.
- Emails/Social Post for Partner Toolkit
- Continuation of Outreach Collateral



City Council Participation

- Participate in Canvassing
- Encourage CCC Members
- Attend In-Person and Virtual Events
- Encourage Neighborhood Partners
- Post Tool-Kit Social Media
- Distribute Tool-kit Emails
- Host a Virtual Townhall
- Make Announcements at any Public Appearances



Questions?