

Memorandum



CITY OF DALLAS

DATE March 14, 2019

Honorable Mayor and Members of the City Council:
TO Mayor Pro Tem Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano
(Vice Chair), Councilmember Omar Narvaez, Councilmember Mark Clayton,
Councilmember B. Adam McGough, Councilmember Carolyn King Arnold

SUBJECT **Census 2020 Update**

Summary

On March 18, 2019, you will be briefed on Census 2020 for the City of Dallas. The briefing materials are attached for your review.

Background

Every 10 years, the U.S. Constitution requires that a count of the United States' populations be taken. This census data provides pertinent information for the local communities that comprise the City of Dallas. The census data is extremely important in determining the amount of resources provided by the federal and state government. Staff will provide you with an update on the Census 2020 process.

Should you have any questions or concerns, please contact myself or Brett Wilkerson, Director of the Office of Strategic Partnerships and Government Affairs.

A handwritten signature in blue ink, appearing to read 'Nadia'.

Nadia Chandler-Hardy
Assistant City Manager and Chief Resilience Officer

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Carol A. Smith, City Auditor (Interim)
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Laila Alequresh, Chief Innovation Officer
Directors and Assistant Directors

Census 2020 Update

Human & Social Needs
March 18, 2019

Brett Wilkinson, Director
Office of Strategic
Partnerships and
Government Affairs

Elizabeth Saab, External
Relations Manager



City of Dallas

Overview of the Census

- Every 10 years, the U.S. Constitution requires that we take count of America's population.
- The census provides vital information for our community, including the number of representatives each state gets in Congress, and Census information is used to plan for a variety of resident needs including new roads, schools and emergency services.

Counting For Dollars

- Texas receives over \$43 billion dollars per year based on Decennial Census data.
- Every person not counted in the 2020 Census in Texas will result in a loss of \$1,578 per person, per year for a decade

WASHINGTON, DC

Counting for Dollars 2020
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Texas

Total Program Obligations: \$43,334,650,874
Per Capita: \$1,578 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$21,731,712,107
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$5,265,414,124
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$4,548,698,536
20.205	Highway Planning and Construction	DOT	Grants	States	\$3,633,437,152
10.555	National School Lunch Program	USDA	Grants	States	\$1,394,918,358
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$1,321,089,793
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$1,068,727,000
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$1,045,825,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$984,945,560
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$678,806,882
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$534,860,939
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$330,585,412
93.527/93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$245,890,848
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$221,754,000
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$210,415,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$117,570,163

Meet Ed Turner

2020 Census Coordinator

- Dallas native and long term South Dallas/Fair Park resident
- Parent and Community Engagement Specialist
- Coordinate efforts with Complete Count Committee for comprehensive Census 2020 outreach



Complete Count Committee (CCC)

The mayor appoints the members of the CCC. Their role is vital to the success of Census 2020.

- Work to reach hard to count areas
- Generate sources of funding
- Approve initiatives
- Lend their expertise and relationships
- Create collaborative opportunities
- Represent all races/ethnicities in a non-partisan manner



Complete Count Committee

- The City of Dallas' Complete Count Committee is focusing on increasing awareness about the Census to motivate residents to respond.

Name

Mayor Pro-Tem Casey Thomas / Chair CCC and Hard to Count

Mary Poss, Chair, Media Committee

Pauline Medrano, Chair, Partnerships Committee

George Tang, Chair, Fundraising Committee

Gearing Up for Census 2020

- Preparation for Census 2020 is well underway.
- The CCC will meet for the third time on April 1 where they will receive a strategic plan, action items, and calendar for their respective committees.
- External Affairs is also working with external tentpole stakeholders to establish collaborative opportunities.

Partners

- Agencies
- Community Based Organizations
- Business
- Neighborhood Leaders
- Homeowner Associations/Crimewatch Groups
- Healthcare / Education Organizations
- Other cities / Dallas County

Fundraising Budget

- As the census count is a substantial undertaking, the CCC will raise funds to support its efforts.
- The fundraising subcommittee, headed by George Tang, is preparing a fundraising budget and collaborating with Dallas County and surrounding cities to promote and fundraise for the Census.
- The projected fundraising goal is currently \$1,090,500. This includes everything from marketing materials to media buys to supplies and printing.

CCC General Timeline

~~Early 2018 – Begin Complete Count Committee formation/training~~

~~Fall 2018 – Begin publicizing jobs~~

June – August 2019 – Area Census Offices Open

June 2018 – March 2020 – Strong community information and outreach campaigns

August – Oct 2019 – Address Canvas Operations

March 23, 2020 – First day for internet and phone response

Wednesday, April 1st – CENSUS DAY

December 31st 2020 – Census Count Delivered to the President

Immigration Citizenship Question

- A citizenship question on the Census may result in an undercount.
- There is general concern that damage has been done due to the perceived threat of the citizenship question. Organizations, including the City of Dallas, are working to overcome that perception with messaging and other outreach strategies.

Moving Forward

- We will continue to keep you updated on Census 2020 activities. Should you have questions or concerns, please contact Elizabeth Saab, External Relations Manager.

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