

Memorandum



CITY OF DALLAS

DATE September 13, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT **Census 2020 City Council Briefing – September 18, 2019**

On Wednesday, September 18, 2019, the City Council will be briefed on Census 2020, including an update on the Mayor's Complete Count Committee activities, an overview of the City's Census 2020 Strategic Plan, and a brief discussion on the City's redistricting process, which will begin in Spring 2021.

Additionally, we will provide an update on the City's proposed partnership with Dallas County on Census outreach. An item approving an Interlocal Agreement is scheduled for City Council consideration on September 25, 2019.

Attached are the briefing materials for your review. If you have questions or concerns, please contact me or Brett Wilkinson, Director of the Office of Strategic Partnerships and Government Affairs.

A handwritten signature in blue ink, appearing to read 'Kimberly Bizer Tolbert', written over a large, stylized blue scribble.

Kimberly Bizer Tolbert
Chief of Staff to the City Manager

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
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 and Chief Resilience Officer
Michael Mendoza, 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

Dallas Census 2020 Update

**Kimberly Bizer Tolbert,
Chief of Staff**

**Brett Wilkinson,
Managing Director, OSPGA**

**Elizabeth Saab,
External Relations Manager**

**Edward Turner,
2020 Census Coordinator**



City of Dallas

September 18, 2019

Contents

- I. Census Overview
- II. Dallas Complete Count Committee
 - A. Responsibilities and Subcommittees
 - B. Strategic Plan
 - C. Milestones
- III. Dallas County Partnership
- IV. Redistricting
- V. Next Steps

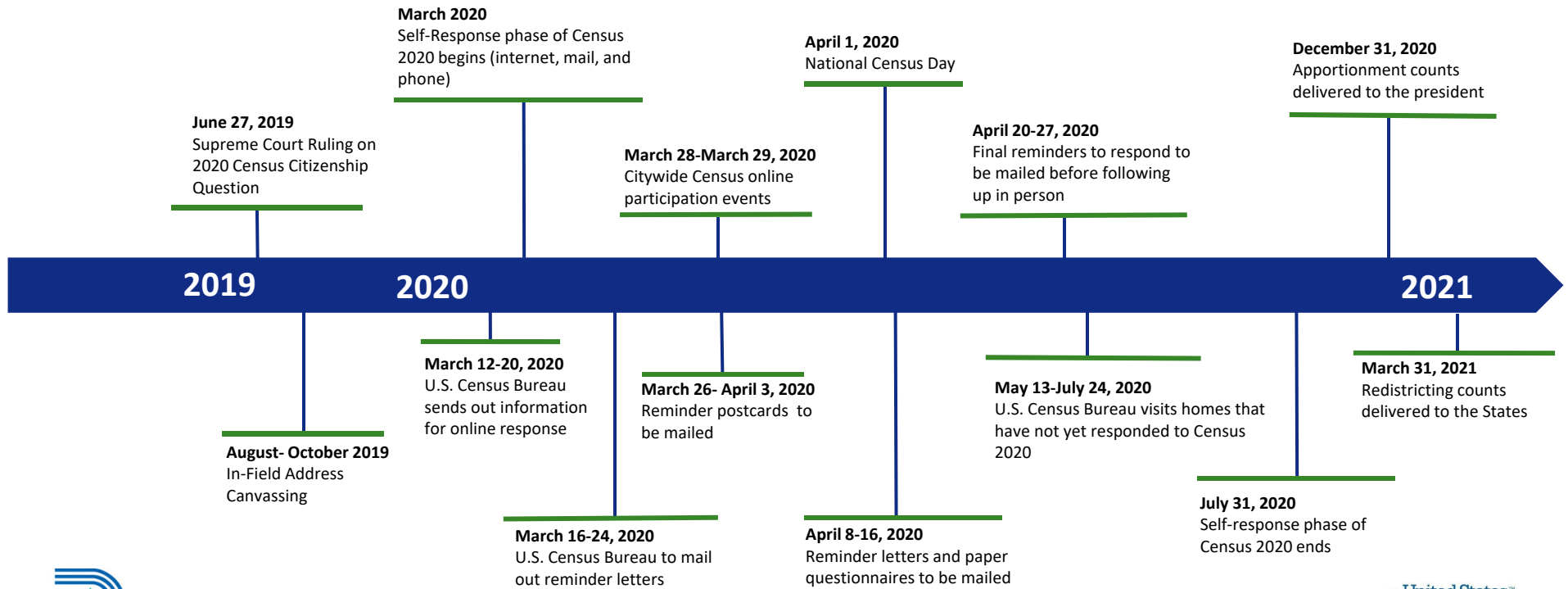


Overview of the Census

- The U.S. Constitution mandates a Census count must be held every **ten years**
- Those dollars have direct impact on planning for schools, transportation, health programs, and other community needs
- Census data is used to draw legislative districts which translates to Congressional seats
- 2020 will be the first time that residents may respond online or on the phone in **12 different languages**
- It is **safe** and **easy** to complete



Key Census 2020 Dates



Counting For ALL City of Dallas Residents

3rd largest city in Texas

2010
1.19 million residents

2018
1.34 million residents (est.)

2020
1.39 million residents (est.)



Counting For Dollars

- In FY 2016, Texas received **\$59.4 billion** based on Decennial Census data, that is **\$2,132** for every Texas resident*
- Texas stands to lose more federal funding from an undercount in 2020 than any other state*
- Federal funds lost by Texas due to a census undercount are redistributed to other states. For example, **for each federal dollar that Texas gives up, California gets an extra 13 cents***
- In FY 2019, the DFW region received **\$133.9 million** in funds for the Surface Transportation Block Grant; these funds are allocated **exclusively** based on population
- In FY 2019, The DFW region also received **\$79.8 million** in Section 5307 Urbanized Area Transit Formula Grant funds, which use population and population density as major factors in the grant distribution formula

*Source: Dr. Andrew Reamer, The George Washington University, Counting for Dollars 2020



Counting For Dollars: City of Dallas

Census data is used when allocating formula grants. For FY 2019-2020, the City of Dallas received*:

- Community Development Block Grant: \$14,697,642
- Home Investments Partnerships Program: \$5,427,679
- Emergency Solutions Grant (Homeless): \$1,256,675
- Housing Opportunities for Persons with AIDS: \$7,058,692
- Urban Area Security Initiative: \$6,500,000

**Source: City of Dallas*

7



Dallas Mayor's Complete Count Committee

The City of Dallas Mayor appoints the Chair and Co-chairs of the Complete Count Committee (CCC)

- Each City Council Member appoints at least 2 members to the CCC
- Two of the district representatives serve as District captains on the Hard to Count Committee. They liaison with their council member, help to mobilize other members of their community, and work to reach local stakeholders to raise awareness about Census 2020
- Members of the CCC also:
 - Generate funding sources
 - Lend expertise and relationships
 - Create collaborative opportunities
 - Represent various races, creeds, and color



Dallas Mayor's Complete Count Subcommittees

HARD TO COUNT
CASEY THOMAS
(CHAIR)

Organize and implement grass roots, hyper-local effort to reach hard to count areas

FUNDRAISING
GEORGE TANG
(CHAIR)

Solicit funds and in kind donations to assist with costs associated with outreach efforts

MEDIA
MARY POSS
(CHAIR)

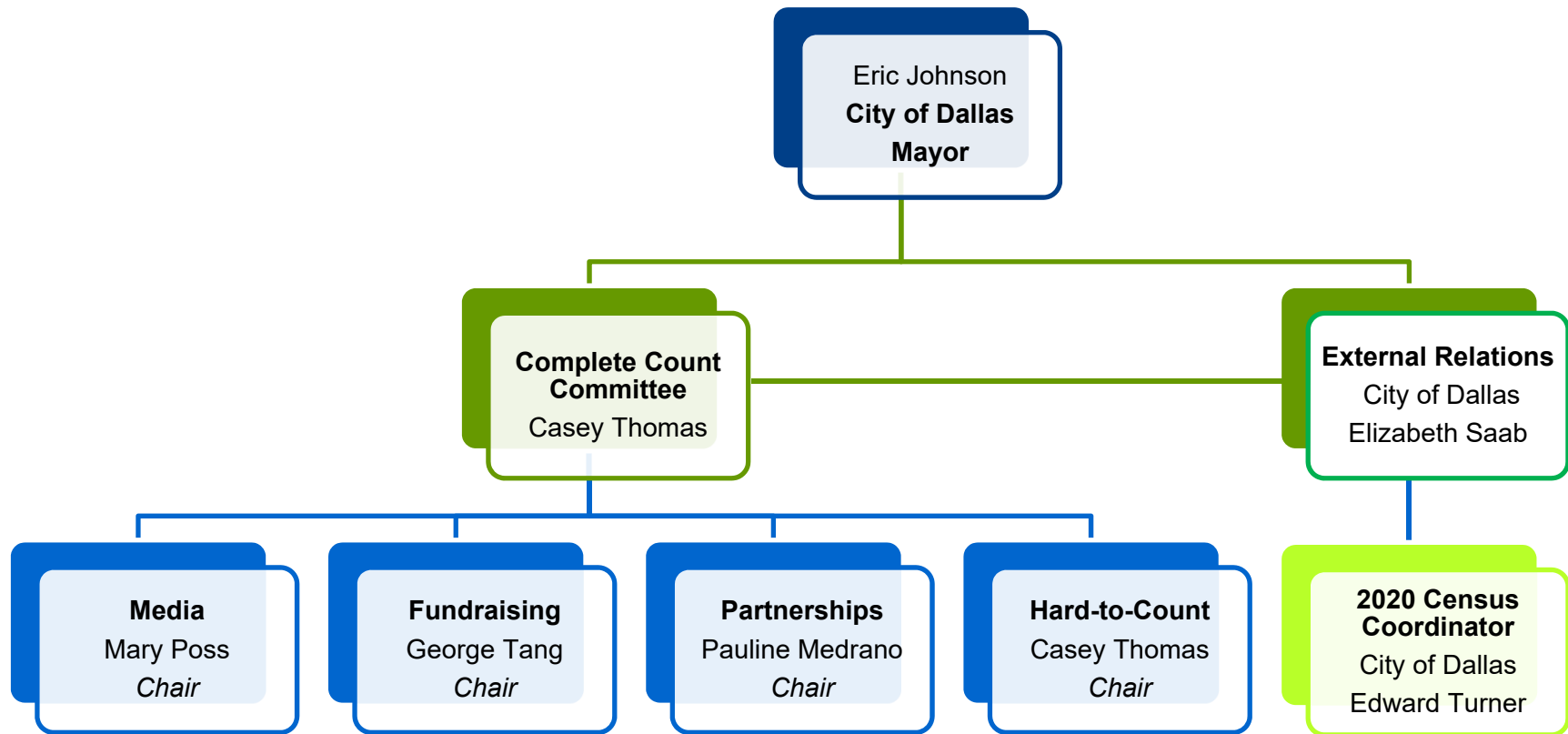
Coordinate media opportunities for message sharing, and large scale Census 2020 events

PARTNERSHIPS
PAULINE MEDRANO
(CHAIR)

Serve as ambassadors to their respective industries to share the Census 2020 outreach message



Dallas Mayor's Complete Count Committee



City of Dallas Census 2020 Strategic Plan Overview

The Strategic Plan outlines the City's goals and specific action items for internal and external stakeholders and partners and provides:

- A road map for City of Dallas outreach efforts
- A timeline for implementation of each of the three phases
- Guidance and best practices on outreach and engagement for each subcommittee and Council district
- Key data according to specific City Council districts
- Framework for citywide Census participation events in 2020
- A toolkit for Hard to Count subcommittee members

**Strategic plan provided to Mayor and City Council via email on September 17, 2019*

11



City of Dallas Census 2020 Strategic Plan Implementation

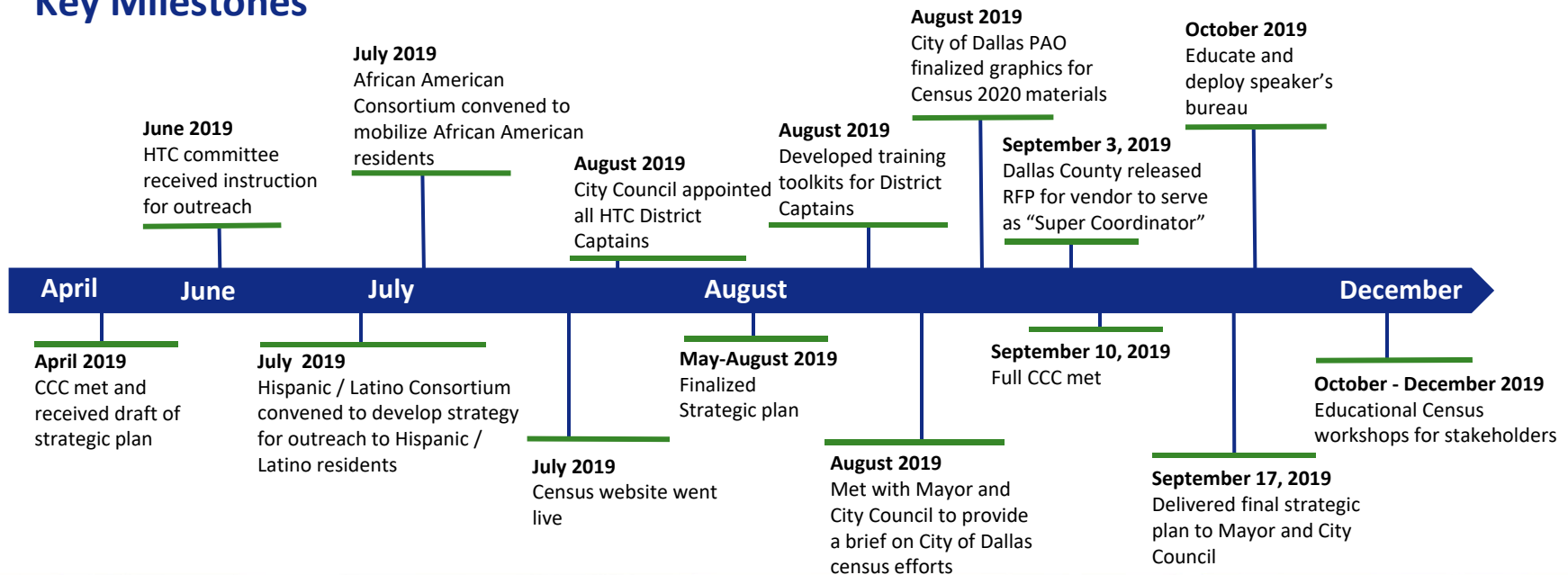
Phase 1 (March-July 2019):

- Develop Strategic Plan
- City Council appoints 2 District Captains to HTC subcommittee
- Develop infrastructure for HTC outreach
- Develop infrastructure for media outreach campaign
- Identify potential partners and stakeholders
- Launch City of Dallas 2020 Census website

Phase 2 (August-December 2019):

- Trainings for District Captains and Ambassadors
- Connect with stakeholders
- Host workshops
- Attend community events to raise awareness
- Finalize material for media toolkits and PSA's
- Finalize and deliver full strategic plan to Mayor and City Council

Key Milestones

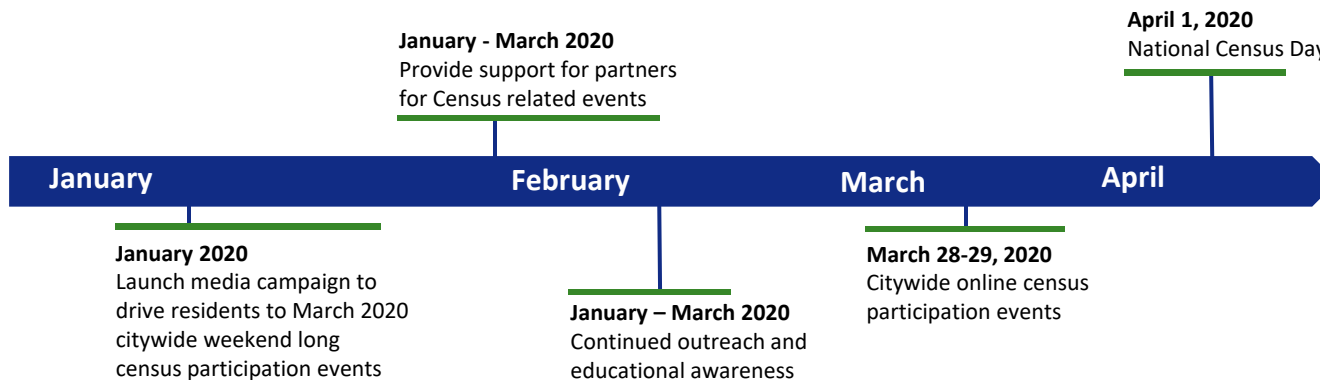


City of Dallas Census 2020 Strategic Plan Implementation

Phase 3 (January 2020 – April 30, 2020):

- Provide direct support to residents in HTC zip codes
- Intensify outreach through frequent direct engagement via community events
- Revisit entities already enlisted in Phase 2 to provide support
- Promote Citywide weekend-long online participation events, March 28-29, 2020

Key Milestones



Fundraising

- The CCC fundraising committee has been tasked to raise funds to support the City of Dallas outreach efforts
- The Fundraising Committee is working to raise private dollars from non-profits and private corporations
- Fundraising dollars will be used for printing, supplies, media buys, large-scale awareness opportunities, and weekend-long Census 2020 online participation events across the City of Dallas



Hard to Count

Hard to Count includes residents who are less likely to fill out the Census. They are hard to locate, hard to contact, hard to interview, or hard to convince to fill out the Census

City of Dallas hard to count populations include:

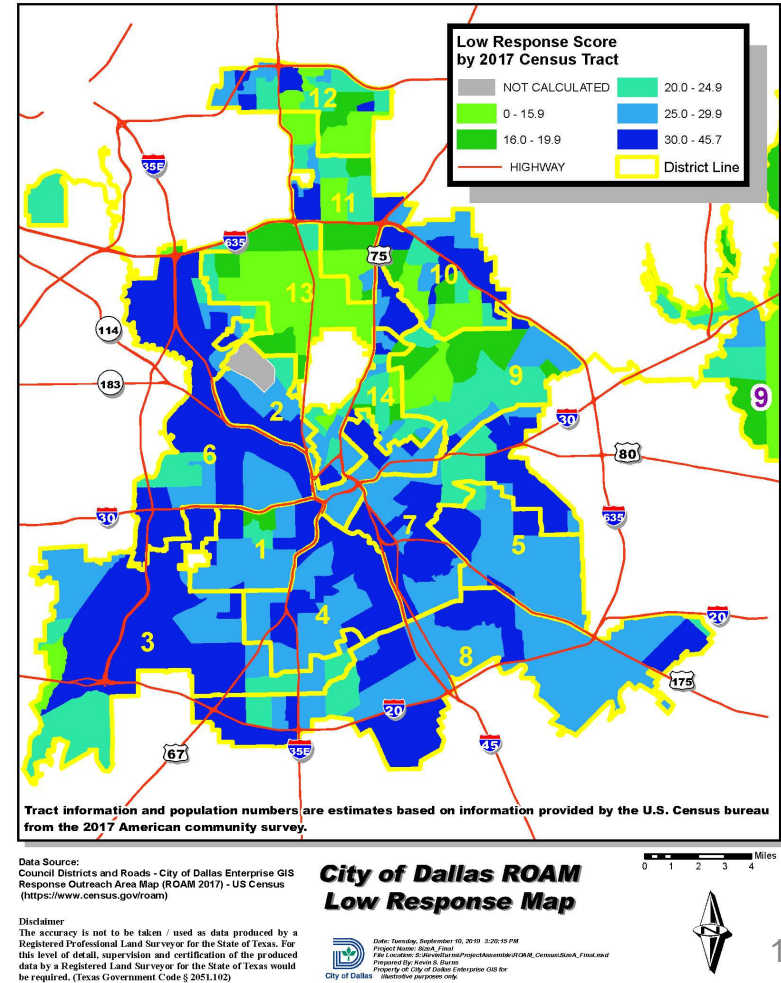
- Immigrants
- Low Income Households
- People of color
- People who move frequently
- Young children



Hard to Count (cont.)

Counting all hard to count residents is critical to making Census 2020 successful for the City of Dallas:

- There are **201** hard to count tracts inside or crossing into the City of Dallas with an estimated **979,994** people living in those tracts.



Partnerships

Partners in this effort are trusted voices who have the ability to mobilize their resources for effective outreach within their respective communities. This includes representatives from:

- **GOVERNMENT AGENCIES**
- **APARTMENT ASSOCIATIONS**
- **CIVIC ORGANIZATIONS**
- **COMMUNITY ORGANIZATIONS**
- **COMMUNITY ADVOCATES**
- **EDUCATION**
- **FAITH COMMUNITY**
- **HEALTHCARE**
- **HOMEOWNER ASSOCIATIONS**
- **MEDIA**
- **NEIGHBORHOOD ASSOCIATIONS**
- **NON-PROFITS**
- **SMALL, MEDIUM, AND LARGE BUSINESSES**
- **PHILANTHROPIC COMMUNITY**



Media and Outreach

- An educational toolkit for stakeholder outreach and education is currently being designed. It will include data relating to the City of Dallas and Census 2020. It is scheduled for printing on September 29, 2019
- City of Dallas Census 2020 website: Dallascensus.com*

**In process of being re-designed and re-launched*



Media and Outreach

- The City of Dallas Public Affairs and Outreach Office has designed graphics and messaging for materials that are being used as handouts, buttons, t-shirts, etc.



Reporting | Volunteer Recruitment

English



https://docs.google.com/forms/d/1_9En6_x-0vb-iGAXFQ5fZ3Q-yARKPsN1YEBSQOJHoAs/edit

Spanish



https://docs.google.com/forms/u/3/d/e/1FAIpQLSf0KeMqT96olzI7pRCYNagaVWBAU55-uhFK_9ELTLMZZf16xA/viewform?vc=0&c=0&w=1



Complete Count Committee Next Steps

- The CCC subcommittees will continue to convene monthly to work their outreach strategies and collaborate on action items
- The CCC in full meets quarterly:
 - Most recent meeting: **September 10, 2019**
- CCC has formed an African American consortium and a Hispanic / Latino consortium to develop targeted outreach strategies to those communities
- The CCC is also working with the Census Bureau Partnership Specialists to identify opportunities for joint outreach efforts



Dallas County Partnership

- The City of Dallas is proposing to partner with Dallas County to secure a vendor via RFP who will serve as a “Super Coordinator” for the region’s efforts
- The vendor will support City of Dallas efforts, maximizing the potential for a more thorough count
- The vendor will also leverage the City of Dallas’ Census 2020 strategic plan by sharing it with other cities in Dallas County (this serves to ensure unified messaging and strategy, and to prevent duplicative effort or nullify work already completed by the City of Dallas)



Dallas County Partnership (cont.)

- Any funding put forth by the City of Dallas will be used specifically for the City of Dallas outreach effort
- The RFP contract is expected to be awarded in November. The City of Dallas outreach efforts will continue during vendor selection process



Redistricting

- Every ten years, City Council districts are redrawn based on the latest Census counts
- The process is governed by the City Charter, Chapter IV Section 5
- The process requires the appointment of a Redistricting Commission, a 15 member Commission appointed by the Mayor and the City Council
- Redistricting Commission draws new districts in compliance with guidelines outlined in the City Charter and Federal law



Redistricting (cont.)

- Upon completion of work, the redistricting Commission files the recommended plan with Mayor for presentation to the City Council
- The City Council has 45 days to approve or amend and approve new plan (modification requires $\frac{3}{4}$ vote of the City Council)
- If no action is taken, the plan submitted to the City Council by the Redistricting Commission becomes the final redistricting plan for the City of Dallas
- The new districting plan will be implemented at the next general election of the city council conducted at least 90 days following the date the final districting plan becomes effective for the City of Dallas



2020 Census/Redistricting Timeline

- Summer 2018 2020 Census Complete Count Committee appointed
- 2018-2020 Census outreach activities
- April 1, 2020 Census Day
- December 2020 US Census Bureau delivers Census count to President
- March 2021 Census data delivered to states/City staff presents Census results to City Council
- April 2021 Redistricting Commission appointed
- April 2021 thru Fall 2021 Redistricting Commission develops new districting plan
- Fall 2021 City Council consideration of new districting plan
- May 2023 First City Council election under new plan



Next Steps

Timeline	Action
September 25, 2019	Agenda item for Council to vote on ILA
September 29, 2019	Projected date for Census tool kit media materials to be sent to printer
Late October 2019	RFP vendor submissions review
Mid November 2019	RFP vendor recommendations / Commissioners Vote / Vendor contract awarded
November 2019- March 2020	Vendor Support for ongoing City of Dallas outreach efforts
March 28-29, 2020	Citywide Census online participation weekend
May-July 2020	U.S. Census outreach for non-response



APPENDIX



Additional Resources

- [Why the 2020 Census Matters](#)
- [2020 Census: Why Texas Needs a Statewide Complete Count Committee](#)
- [LBB Hearing Testimony for Secretary of State Budget Hearing](#)
- [Texas KIDS COUNT: 2020 Census Factsheet](#)
- [Why a 2020 Census citizenship question is a loser for Texans](#)
- [Growing Fears for Texas Kids of a 2020 Census Undercount](#)
- [CPPP Formally Objects to Citizenship Status Question on 2020 Census](#)
- [2020 Census: What Localities Can Do](#)



Additional Related Content

- [The Census Project](#)
- [Hard-to-count 2020 Map](#)
- [Fiscal Impacts of an Undercount](#)
- [Counting the Dollars 2020: Texas](#)
- [The Annie E. Casey 2018 KIDS COUNT Data Book](#)
- [NALEO](#)
- [Count All Kids](#)
- [Census Counts 2020](#)
- [Census Legislation in Other States](#)
- [Citizenship Question Power](#)
- [Undercount of Young Children](#)
- [Issues Facing the 2020 Census](#)
- [**Myths of 2020 Census**](#)
- [2020 Census Funder Toolkit](#)



Contacts

We will continue to keep you updated on Census 2020 activities. Should you have questions or concerns, please contact:

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