

# Memorandum



CITY OF DALLAS

DATE March 12, 2018

TO Honorable Members of the Human and Social Needs Committee:  
Councilmember Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano (Vice Chair), Mayor Pro Tem Dwaine R. Caraway, Councilmember Omar Narvaez, Councilmember Mark Clayton, Councilmember B. Adam McGough

SUBJECT **Census 2020 Presentation**

## Summary

On March 19, 2018, the Human and Social Need Committee will hear a briefing title "Census 2020 Presentation" presented by Dionne Roberts-Emegha of the U.S. Census Bureau-Denver Region. The attached briefing documents provides an overview, look at the questionnaire, committee formation and timeline for the United States 2020 Census.

Please contact me if you have any questions or require any additional information.

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

**Nadia Chandler Hardy**  
Chief of Community Services

c: Honorable Mayor and Members of the City Council  
T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Billerae Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
Kimberly Bizar Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager

Jo M. (Jody) Puckett, Assistant City Manager (Interim)  
Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Theresa O'Donnell, Chief of Resilience  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Directors and Assistant Directors



# Census 2020 Presentation

11:00 a.m.

March 19, 2018

Dallas City Hall

Presented to: Human & Social Needs Committee

Presenter: Dionne Roberts-Emegha

U.S. Census Bureau-Denver Region

# Agenda

- Greetings
- Census Overview
- Complete Count Committee Basics
- Data – Facts about Dallas
- Timeline of Activities
- Determining Local Resource Needs
- Critical Next Steps and Q&A

# Census Overview

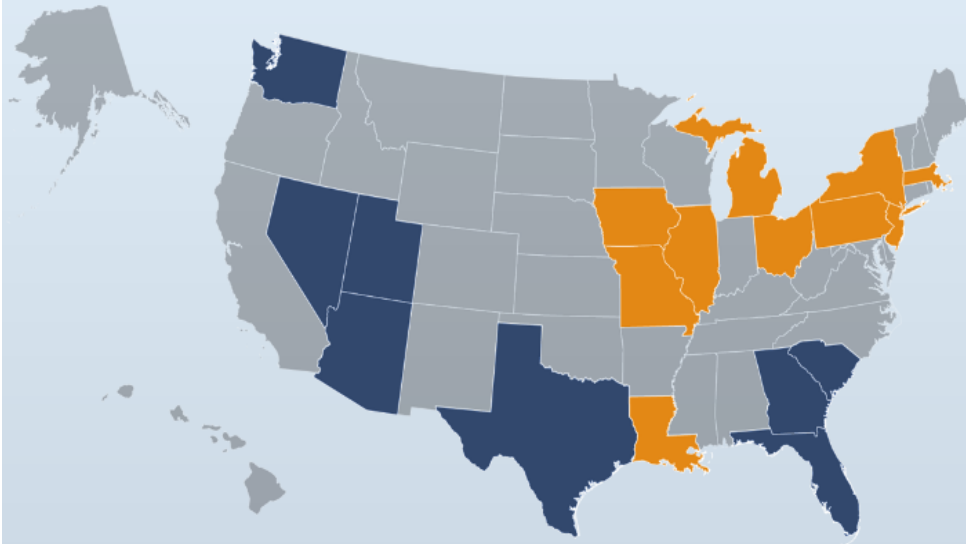
Why we do a census:

## Article 1, Section 2 of the US Constitution

*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*

# APPORTIONMENT

2010  
OFFICIAL RESULTS



GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1

# Counting for Dollars

Texas receives over \$43 billion dollars per year based on Decennial Census data.

The per capita allocation is \$1,578.

THE GEORGE WASHINGTON INSTITUTE OF PUBLIC POLICY

**THE GEORGE WASHINGTON UNIVERSITY**

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

83.208	...	HHS	Grants	States	\$117,570,163
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83.208	...	HHS	Grants	States	\$117,570,163
83.208	...	HHS	Grants	States	\$117,570,163
83.208	...	HHS	Grants	States	\$117,570,163

# Short Questionnaire

- Name
- Age and Date of Birth
- Sex
- Race and Origin
- Own or Rent Home
- Relationship
- Phone Number



Data protected by Title 13 Confidentiality

# Complete Count Committee Formation






# What is a Complete Count Committee

A CCC is a volunteer committee comprised of trusted voices from the community to increase awareness about the Census and motivate residents to respond.

The purpose is to:

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign



**How Does a Complete Count Committee Work?**  
The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, educate about its importance, and encourage their community to participate. One very effective way to accomplish this is through Complete Count Committees.

**What is a Complete Count Committee?**  
A Complete Count Committee (CCC) is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of representatives from government agencies, education, business, faith-based and community-based organizations, and the media. Establishing a Complete Count Committee is not an exact science or technical endeavor.

**The Purpose and Goals of a Complete Count Committee**

The CCC is charged with developing and implementing a 2020 Census outreach, promotion, recruitment, and enumeration assistance plan of action designed to target and address the needs of their communities.

The overall purpose of the Complete Count Committee is three fold:

1. It provides high-level oversight for participation in the 2020 Census
2. It provides a group of "trusted voices" to act as Census ambassadors
3. It serves as a knowledgeable contact point for the regional director in meeting the goal of a timely, accurate and cost-effective complete count.

The goals of the Complete Count Committee are to act as "champion" for the 2020 Census by:

1. **Motivating** the community to self-respond;
2. **Educating** the public about the importance of the Census to the local community;
3. **Informing** the community about the Census activities and timelines;
4. **Involving** the community in activities to build awareness;
5. **Increasing** the response rate.

# Structure of a Complete Count Committee

The mayor appoints the members of the CCC based on their ability to:

- Communicate to Hard To Count
- Bring Resources to the table
- Approve initiatives
- Influence
- Allocate sufficient time
- Represent all races/ethnicities in a non-partisan manner
- Create coalitions

## Structure of a Complete Count Committee

The mayor/county official appoints the members of the Complete Count Committee. The key elements of a successful CCC are:

- **Outreach** - People who can communicate to hard-to-count groups
- **Resourceful** - People who can bring resources to the table
- **Decision-makers** - People who can approve initiatives
- **Credibility** - People of influence and respect
- **Commitment** - People willing to doing the work
- Bipartisan
- Representative of all major races and ethnicities within the community/emerging population
- Creation of a coalition of businesses, community groups, government officials and large university representatives



Once the committee is formed, the Census Partnership staff member serves as liaison and advisor to the Complete Count Committee. The Partnership staff member will attend the meetings in an advisory capacity.



## Response Outreach Area Mapper (ROAM)



ROAM is an interactive web mapping application that allows users to access data available in the Census Bureau's Planning Database (PDB) to plan outreach, marketing, and promotional efforts.

Learning about hard-to-survey areas, those with *high* Low Response Scores, enables governments to create a tailored communication and outreach campaign.

Learn more about ROAM at: [www.census.gov/ROAM](http://www.census.gov/ROAM)



# Complete Count Committee General Timeline

Early 2018– Begin Complete Count Committee formation/training

Fall 2018 – Begin publicizing jobs

June – August 2019 – Area Census Offices Open

August – Oct 2019 – Address Canvass Operations

Early 2020 – Support Group Quarter Identification

Feb – March 2020 – Strong community information and outreach campaigns

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

Wednesday, April 1<sup>st</sup> – CENSUS DAY

2020 Decennial Census Complete Count Committee <u>General</u> Timeline of Activities	
October 2017	Begin Complete Count Committee (CCC) formation meetings/training with Census
Spring 2018 - Early 2019	Local, formal establishment of the CCC & Committee Training <ul style="list-style-type: none"> <li>• Collect/review local data and past experiences</li> <li>• Determine/start Sub-Committees</li> <li>• Set aside/budget resources, if any</li> <li>• Establish regular CCC meeting schedule</li> </ul>
Fall 2018	Assist Census with recruiting managers and office staff for Early Area Census Offices <ul style="list-style-type: none"> <li>• Spread job links locally</li> </ul>
January – February 2019	Early Area Census Offices Open (EACOs)
Late 2018/Early 2019	Assist Census with recruiting managers and office staff for Area Census Offices and field employees for Address Canvass operations <ul style="list-style-type: none"> <li>• Spread job links locally</li> <li>• Provide space/computer access for citizens to apply</li> </ul>
June – August 2019	Area Census Offices Open (ACOs)
August - Oct 2019	Address Canvass Operation in areas of change/growth
Late 2019	Assist Census with recruiting field employees for Non-Response operations (need employees in every community)
Early 2020	Support Group Quarter Identification & Transitory Location Count Preparation
Feb – March 2020	Strong community outreach on importance (education, timing & how to respond) <ul style="list-style-type: none"> <li>• Carry out visible local communication</li> <li>• Hold or add Census booths to community events</li> </ul>
Early March 2020	Questionnaires delivered to households with no USPS delivery (called Update Leave)
March 23, 2020	First day for internet and phone response
April 1, 2020	Census Day (Wednesday)
April 2020	Monitor self-response at a tract level <ul style="list-style-type: none"> <li>• Hold response tables in anticipated low response areas</li> <li>• Continue local communication on importance</li> <li>• Activate strategies in areas of low response</li> <li>• Respond to social media/communication issues</li> </ul>
May 2020	Enumerators begin knocking on doors with households that did not self-respond <ul style="list-style-type: none"> <li>• Communicate importance of cooperation or to self-respond</li> <li>• Assist with access to gated/locked communities</li> </ul>
August 2020	Census operations completed (except for quality check operations)

# Area Census Offices

