

Memorandum



CITY OF DALLAS

DATE October 9, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Census 2020 Extension – October 31, 2020**

Late Wednesday afternoon, a federal appeals court upheld 2020 Census extension deadline, once again pushing it back to October 31, 2020. Immediately following the ruling, the Administration appealed to the Supreme Court to block the order extending the deadline.

Link to Administration's motion to the Supreme Court: <https://bit.ly/2GJvLwL>

Link to article about the latest updates: <https://n.pr/2SG5C4i>

Dallas County's contract with Alpha Business Images (ABI) was extended through October 5, 2020. However, as the extension has been ordered, Dallas County Commissioners Court is scheduled to host a special-called meeting for Monday, October 12 to discuss extending ABI's contract through October 31, 2020. Dallas County would use their resources to support this extension.

While the deadline has been extended, with an appeal to the Supreme Court, it could change at any moment. With that in mind, the City of Dallas, in collaboration with Dallas County and ABI, is asking us to continue sharing (without a deadline) the following message: **"Fill out your Census today!"** City Census staff will continue to provide updates on the deadline and court case as it progresses.

Below are suggested ideas for you and your residents to continue outreach and awareness in these final few weeks:

- Remind residents that it is even easier to fill out the 2020 Census: **text icount2020 to 313131**
- Share the social media posts that city staff emails you each week – created by the city's census vendor alpha business
- Rally your local businesses and non-profits to help get the word out
- Encourage your Complete Count Committee members or volunteers to contact city staff to distribute materials in neighborhoods
- Post in your constituent newsletter reminding residents about the 2020 Census
- Ask your Complete Count Committee members, volunteers, and residents to encourage neighbors online, by phone or through in-person canvassing to fill out the census

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City of Dallas Census staff will continue to engage departments, members of the Complete Count Committee, and volunteers to further outreach and awareness during this extension period.

Your support and participation in ensuring a complete 2020 Census count is much appreciated. We will continue providing weekly Census updates to the City Council until the end of Census 2020. Please contact me if you have any questions or should you require additional information at this time



Kimberly Bizer Tolbert
Chief of Staff to the City Manager

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| T.C. Bradnax, City Manager | Jon Fortune, Assistant City Manager |
| Chris Caso, City Attorney | Joey Zapata, Assistant City Manager |
| Mark Swann, City Auditor | Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services |
| Biliera Johnson, City Secretary | M. Elizabeth Reich, Chief Financial Officer |
| Preston Robinson, Administrative Judge | M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion |
| Majed A. Al-Ghafry, Assistant City Manager | Directors and Assistant Directors |