

# Memorandum



DATE November 14, 2008

TO Honorable Mayor and Members of the Dallas City Council

SUBJECT The 2010 Census: City of Dallas

You will be briefed on the City of Dallas activities related to the 2010 Census on Wednesday, November 19, 2008. A copy of the presentation is attached.



Mary K. Suhm  
City Manager

cc: Deborah Watkins, City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig Kinton, City Auditor  
Judge C. Victor Lander, Administrative Judge  
Ryan S. Evans, First Assistant City Manager  
Forest Turner, Interim Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Ramon F. Miguez, P.E., Assistant City Manager  
Dave Cook, Chief Financial Officer  
Frank Libro, Public Information Office  
Helena Stevens-Thompson, Assistant to the City Manager



The 2010 Census: City of Dallas  
November 19, 2008



# Importance of the Census

- **Allocation:** The 2010 Census will determine the distribution of \$300 billion annually of government funding critical for planning of social services, roads, emergency services, jobs, community centers, schools, and other programs.
- **Apportionment:** It will also affect our voice in Congress. The census determines how many seats each state will have in the House of Representatives.
- **Job Opportunities:** In the Dallas Region, which is comprised of Texas, Louisiana, and Mississippi, 750,000 jobs will need to be filled for 2010 Census operations. More jobs mean a more robust local economy.
- **Local Redistricting:** 2010 Census will be used for redistricting efforts at the state and local levels.

# It's Easy & Confidential

- The questionnaire contains only a few simple questions and takes a few minutes to complete and return by mail. All participants will respond to the same 7-question short form.
- Census Bureau employees use the information to produce statistics. Personal information cannot be used against an individual by any government agency or court.
- Private information, such as names, addresses, social security or telephone numbers is never published.

# Actions Items for the Mayor and City Council

2008-2010

Take proactive steps to  
**ensure everyone is  
counted** through the  
Complete Count  
Committee

2011

**Use census data**  
for redistricting

# Ensure Everyone is Counted

The Mayor, in consultation with the Council, will appoint the Chair and Sub-committee Chairs of the Complete Count Committee (CCC)

- The CCC Chair will serve as a liaison to the local U.S. Census Bureau Office
- The City of Dallas will provide staff support to the Complete Count Committee
- Members of the CCC, City officials and staff will help **ensure everyone is counted** and advertise the job opportunities with the Census Bureau

# Structure of the Complete Count Committee

The operation of the **Complete Count Committee** flows from the highest elected official to the chairperson, to the subcommittee chairs, to the subcommittee members, then to the community - at - large.

The highest elected official appoints a chairperson. The chairperson serves as a liaison between the **Complete Count Committee** and the Census Bureau.

The **Complete Count Committee** involves every aspect of the local community in its subcommittee structure— Government, Education, Religion, Media, Community - based, Business, and Recruiting.

The ideal candidates for a **Complete Count Committee** are those community members who have expertise, influence, and experience in the focus areas of the respective committee. Committee members should be willing to invest time, resources, and energy in this project.

A **Complete Count Committee** is charged with influencing every member of the jurisdiction to complete the 2010 Census questionnaire in a timely and accurate manner.

# 2000 Census Complete Count Committee

For the 2000 Census, the Mayor and City Council appointed the Chair and Subcommittee Chairs of the Complete Count Committee in November 1998

- There were approximately 65 members of the 2000 CCC
- Chairs: DeMetris Sampson, Gerald Henigsman, Carmen Garcia



# 2000 Census CCC Subcommittees

The 2000 CCC was split into 4 subcommittees with specific responsibilities:

- Public Relations - Co-Chairs Jim Washington, Angie Chen Button, Rene Martinez
- Outreach - Co-Chairs Mary Malone, Beverly Mitchell-Brooks, Sudhir Parikh, Edna Pemberton
- Resources (Funding/In-kind) - Co-Chairs Dr. Wright Lassiter, Bertha Outler
- Speakers Bureau - Co-Chairs Dan Benavides, Claude Maples, Les Tanaka

# Timeline and Action Steps

TIME RANGE	ACTION STEPS
<b>PRE-CENSUS DAY: NOW through March 2010</b>	
2008 SUMMER and FALL	<ul style="list-style-type: none"> <li>▪ Highest elected official meets with Partnership Specialist from the local U.S. Census Bureau to discuss forming a partnership and establishment of a Complete Count Committee</li> <li>▪ Mayor appoints Chair of Complete Count Committee and subcommittee chairs, based on recommendations from Council Members and City Staff</li> <li>▪ Jurisdiction issues resolution stating that it will form a Complete Count Committee for the 2010 Census</li> </ul>
2008 FALL and WINTER	<ul style="list-style-type: none"> <li>▪ Hold first Complete Count Committee meeting</li> <li>▪ Develop a plan of action for 2010 Census awareness campaign to cover period from now to October 2010</li> </ul>
JANUARY – DECEMBER 2009	<ul style="list-style-type: none"> <li>▪ CCC members participate in Census CCC training</li> <li>▪ CCC holds regularly scheduled meetings</li> <li>▪ Proceed with census-awareness activities generated by the subcommittees</li> </ul>

# Timeline and Action Steps

TIME RANGE	ACTION STEPS
JANUARY – FEBRUARY 2010	<ul style="list-style-type: none"> <li>▪ Finalize plans for activities surrounding questionnaire delivery days and Census Day activities</li> <li>▪ Finalize plans to encourage residents to complete and return questionnaires</li> <li>▪ Develop and finalize plans for Nonresponse Follow-up and Census Coverage Measurement</li> </ul>
MARCH 2010 Countdown to Census Day	<ul style="list-style-type: none"> <li>▪ Review and implement activities leading up to Census Day: April 1, 2010</li> <li>▪ Proceed with activities generated by subcommittees</li> <li>▪ Send press release of 2010 Census activity schedule</li> </ul>
<b>CENSUS DAY: APRIL 1, 2010</b>	
APRIL 1, 2010	Implement Census Day activities
<b>POST-CENSUS DAY: MAY – JUNE 2010</b>	
MAY through JULY 2010	<ul style="list-style-type: none"> <li>▪ Nonresponse Follow Up activities</li> <li>▪ Draft and Submit summary of CCC activities to U.S. Census Bureau</li> </ul>

# 2011 REDISTRICTING

Redistricting occurs in 2011:

- Once assurances are received that **Everyone was counted** in the census,
- **If** the most recent census shows that districts are unbalanced in population,
- **Then** the City is required to reconfigure existing Council districts.

# The Role of the City of Dallas in Redistricting

- Appoint Members of the Redistricting Commission
- Legislative Ad Hoc Committee drafts and recommends redistricting guidelines to the Council
- Consider adoption of redistricting guidelines proposed by Legislative Ad Hoc Committee
- Approve or amend and approve the redistricting plan proposed by the Commission in 45 days

# 2001 Dallas Redistricting Commission

For 2001 Redistricting efforts, The Mayor and Members of the City Council made appointments to the Redistricting Commission in January 2001.

- The Commission was comprised of 15 members
- Chair: Tom Lazo, Sr.
- Vice Chair: Cheryl Wattley

# 2001 Redistricting Commission

- Maxine Aronson
- Bill Andis
- Barbara Haynes
- Bridget Lafuente
- Joe May
- Ruth Morgan
- Donald R. Parish
- Illona Sheffey Rawlings
- Robert Richmond
- Daniel Sherman
- Patricia Spears
- Harry Turner
- Dean Vanderbilt

# Timeline and Action Steps

TIME RANGE	ACTION STEPS
<b>REDISTRICTING ACTIVITIES: OCTOBER 2010-NOVEMBER 2011</b>	
OCTOBER 2010	Redistricting Staff hired
DECEMBER 2010	U.S. Census Bureau delivers Population Count to the President for apportionment per federal law
JANUARY 2011	City of Dallas Redistricting Commission Appointed Each council members appoints one commissioner Mayor appoints the Chair
MARCH 2011	<ul style="list-style-type: none"> <li>▪ City Council Legislative Affairs Committee drafts redistricting guidelines</li> <li>▪ U.S. Census Bureau delivers Redistricting Data to states per federal law</li> <li>▪ Staff presents initial census results to Redistricting Commission</li> </ul>
APRIL 2011	Council considers a resolution adopting redistricting guidelines recommended by Legislative Ad Hoc Committee
APRIL through AUGUST 2011	Commission meets on weekly basis and convenes public hearings on alternative redistricting plans



# Timeline and Action Steps

TIME RANGE	ACTION STEPS
<b>REDISTRICTING ACTIVITIES: OCTOBER 2010-NOVEMBER 2011 (con't)</b>	
AUGUST 2011	<ul style="list-style-type: none"> <li>▪ Commission votes to forward Redistricting Plan to Mayor and City Council</li> <li>▪ Commission presents recommended plan to Mayor and starts the 45-day clock for Mayor/Council to approve or amend and approve the plan per Dallas City Charter</li> </ul>
SEPTEMBER 2011	<ul style="list-style-type: none"> <li>▪ Mayor presents recommended plan to City Council at a Council briefing, per City Charter</li> <li>▪ City Council takes action of recommended Redistricting Plan</li> </ul>
Early-OCTOBER 2011	CAO submits City Council-approved Redistricting Plan to the Department of Justice for approval. DOJ has 6-calendar days to review, although extensions may be requested by DOJ.
Mid-OCTOBER 2011	End of 45-day period for action by Mayor and City Council. If no action is taken, the Commission's recommended Redistricting Plan becomes the final redistricting plan.
Late NOVEMBER 2011	End of initial 60-day review period by DOJ
<b>POST-REDISTRICTING</b>	
MAY 2013	City Council Election under the new districting plan

# Next Steps

## December 15, 2008

- Mayor and Council Appoint CCC Chair and Subcommittee Chairs

## January 2009

- CCC holds its first meeting

## March/April 2009

Staff presents Council briefing with update on Census 2010 and CCC activities