

# Memorandum



DATE February 4, 2010

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT 2010 Census Update

On Monday, February 8, 2010, you will be updated on the 2010 Census. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.

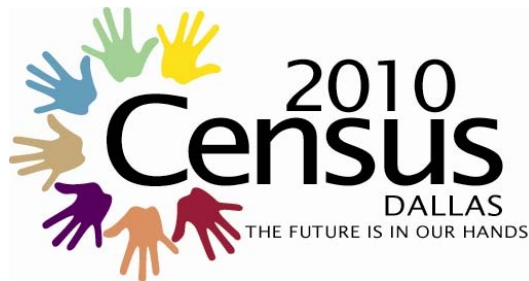


Forest E. Turner  
Assistant City Manager

cc: Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Deborah A. Watkins, City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
Judge C. Victor Lander, Judiciary  
Ryan S. Evans, First Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
David K. Cook, Chief Financial Officer  
Frank Libro, Public Information Office  
Helena Stevens-Thompson, Assistant to the City Manager



# 2010 Census Update



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# Purpose

- Provide a review of Census and previous briefing information
- Status update of continued 2010 Census awareness efforts
  - Dallas Mayor's Complete Count Committee (CCC)
  - City of Dallas Census (COD) Team
  - Local Census Bureau Staff
- Outreach activities timeline thru April 1, 2010

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# Decennial Census Information Review

- Census data is used for legislative purposes
  - City municipalities use Census totals to redraw council districts
  - States use Census totals to redraw legislative districts
  - The population totals from the Census determine apportionment of the 435 House of Representative seats
- Census data determines annual federal funding allocations of over \$400 Billion to states and cities
  - \$4 Trillion over the next 10 years
  - Funds used for
    - Emergency food & shelter
    - Community Development
    - Public transportation
    - Road rehabilitation & construction
    - Programs for elderly
    - Head Start programs

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# Decennial Census Information Review

## ■ 2000 Census

- ❑ 50 question “Long Form” included
- ❑ 62% questionnaire mail response rate in Dallas
- ❑ Mailing of English language questionnaires only
- ❑ Questionnaire assistance in 17 languages

## ■ 2010 Census

- ❑ 10 question survey is the shortest Census in history
- ❑ Goal: 70% questionnaire mail response rate in Dallas
- ❑ Dual language questionnaires will be sent to Census tracts reporting 20% or more primarily Spanish speaking residents.
- ❑ Questionnaire assistance in 59 languages

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# Dallas Mayor's CCC Information Review

- Dallas Mayors Complete Count Committee Goals
  - Increase the response rate in HTC Census tracts in Dallas
  - Increase the Census questionnaire mail response rate for Dallas (city) to 70%
    - Stretch goal of 75%
  - Foster partnerships with community groups and corporations to reach all Dallas residents
    - Secure a commitment of partnership to promote the 2010 Census
    - Secure donations (both monetary and in-kind)
  - Establish and maintain a presence in every district to ensure that Census promotion reaches all communities
  - Work closely with the COD Census Team and local Census Bureau employees

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# CCC: Outreach Subcommittee

- Community events attended to date
  - Over 130 events/meetings attended
  - Over 140,000 people reached
- Outreach meeting series
  - Community organizations
  - Business and professional organizations
  - Faith based organizations
- Employee Census education and awareness
  - DART
  - Hotel and Restaurant Associations
- CCC sponsored events/activities
- Partnerships focusing on Hard To Count (HTC) population

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# CCC: Public Relations Subcommittee

- Media Campaign
  - Billboard messaging
  - Social networking sites
  - Advertisement targeting HTC population
    - Additional DART advertisement
    - Radio interviews and promotions
      - Interview time slot on Heaven 97 to promote Census Sunday
      - K104 during MLK Parade
      - Weekly announcements on 730AM
      - Partnership with WRR

# Dallas CCC on Facebook and Twitter

twitter

Login Join Twitter!



Hey there! **DallasCensus** is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: "What's happening?" **Join today** to start receiving **DallasCensus's** tweets



**DallasCensus**

Census data affect school budgets, including the distribution of Title I funding and college tuition grant and loan... <http://bit.ly/5sF4VB>

3:16 PM Jan 25th from Facebook

facebook

Keep me logged in [Forgot your password?](#)

Email  Password

Sign Up

**Dallas Counts 2010 Census is on Facebook**

Sign up for Facebook to connect with Dallas Counts 2010 Census.



**Dallas Counts 2010 Census**

Wall Info Photos Discussions Boxes Links >>

Dallas Counts 2010 Census Just Fans



**Dallas Counts 2010 Census** Great link talking about how the Census affects us. And why it is important --- Please invite your friends to join this page!



**How It Affects the Nation - 2010 Census**

2010.census.gov

"...an accurate count of the U.S. population forms the basis for many important but often overlooked political, economic, and social decisions that are made that end up affecting our daily lives."

Yesterday at 9:06am

Daisy, Yasmin and Karl like this.



**Dallas Counts 2010 Census** Is your part of Dallas Hard to Count? Check this map and see if your neighborhood is on it... These are the parts of Dallas that in the past have not returned the Census forms --- So we end up spending tax money to send people out and collect the information.

[www.dallascityhall.com](http://www.dallascityhall.com)

[www.dallascityhall.com](http://www.dallascityhall.com)

Mon at 3:29pm

## Information

Founded:  
2009

## Fans

6 of 347 fans [See All](#)



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# CCC: Resources Subcommittee

- Census Bureau Partnership Support Funds
- Partnership with Dallas Foundation
- Secured donations to date
  - Printing (English/Spanish)
    - Reilly Echols Printing: 5000 copies
    - MALDEF: 6000 hand pamphlets
  - Clear Channel electronic billboards
  - DART bus advertising
- Donation Needs
  - Funding or sponsorship for events, promotional items, and additional awareness efforts
  - Radio/television air time for public service announcements
  - Billboard space
  - Printing

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# CCC: Speakers Subcommittee

- Link from COD Census Web page for speaker requests
- Average 3-4 speaking engagements per week
- Over 100 Census presentations/speeches made since August 2009

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# CCC: Partnering with Dallas City Council

- CCC Co-Chairs meeting with council members
- Councilmember partnerships and sponsored events/activities
- Councilmember participation in Census Awareness Week
- Councilmember requests for 2010 Census volunteers to do presentations and man outreach booths at events
- Census Awareness Day: March 6, 2010

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# COD Census Team: CCC Support & Citywide Efforts

- 2010 Census music video
- Water bill messaging
- Robo calls
- Biweekly press releases
- Utilization of City Channel (16)
- Spring Break Camp Census
- 2010 Census Web site

# COD Census Team: Citywide Efforts



[Home](#) | [Message from the Mayor](#) | [Message from Deputy Mayor Pro Tem](#) | [Census in Schools](#) | [Census Jobs](#) | [News Releases](#)  
[Links](#) | [Audio & Visual Resources](#) | [Frequently Asked Questions](#) | [Donate Today! / Request A Presentation](#) | [Español](#)

WELCOME TO THE  
CITY OF DALLAS  
2010 CENSUS WEBSITE

The next decennial Census is approaching and it's up to all residents of Dallas to make sure that our count is accurate.

## What is the Census?

- A count of every person living in the United States.
- Mandate of the United States Constitution to be conducted every 10 years.
- It's Easy
  - Shortest questionnaire in Census history, only ten questions
  - Will take about 10 minutes to complete
- It's Important
  - Census data directly affects how \$400 billion per year in federal funding is allocated
  - The census will count all residents living in the United States on April 1, 2010
  - The census provides a snapshot of the nation, which helps define who we are
- It's Safe
  - Answers are protected by law and strictly confidential
  - Information collected is used for statistical purposes only and **IS NOT** shared with any other local, state, or federal agency



Message from  
Mayor Tom Leppert



Message from  
Deputy Mayor Pro Tem  
Pauline Mentrano



Web sites with COD Census site link

Dallas Convention & Visitors Bureau

Dallas Heritage Village

Downtown Dallas

Ferguson Road Initiative

John Wiley Price

The Merrimam Park/University Manor  
Neighborhood Assoc.

Old City Park

Sammons Art Center

Stemmons Corridor Business Assoc.

The League of United Latin American  
Citizens

Kessler Neighborhood United

# COD Census Team: Multi-Departmental Collaboration

- Encouraged Census awareness participation
  - Customer awareness/education
    - Ex: 3-1-1 email confirmation messages and operator scripted remarks
  - Census promotional materials provided to satellite offices/facilities
    - EX: Libraries, Park/Rec centers, WIC clinics
  - Census education speaker's training for employees who interact with customers
- Assistance with Census Partnership Support Program application submittals
  - Ex: Strategic Customer Services sample items
- Census promotion in departmental newsletters and mailings
  - Ex: My Trinity River News
- Resource sharing
  - Ex: Robo call capability offered by Sanitation

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# COD Census Team: Internal Employee Awareness Campaign

- Employee 4<sup>th</sup> Friday activities
- Countdown to Good Health Contest
- Employee information series
- Presentations at new employee orientation, department staff and team meetings
- Information and photos published in City Highlights

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# Local Census Bureau Staff

- Continuing partnership outreach efforts through major initiatives
  - Faith-based institutions
  - Census In Schools Initiative
  - Community Organizations
  - Immigrant Outreach
  - Regional Road Show Tour
- Operation efforts gearing up for count
  - All local census offices are now officially open
  - Testing underway to recruit enumerators
  - Be Counted/Questionnaire Assistance Center locations currently being finalized

# 2010 Census Activities Timeline

February	March	April
February 12-14: Census Faith Based Weekend	March: Water Bill Messaging	<b>April 1:</b> <b>Census Day</b>
February 15: Clear Channel Electronic Billboards	March 1-31: Robo Calls	April 2-10: Final Mail Response Awareness Efforts
February 20-21: Metroplex Census Tour Bus Visit	March 6: Dallas City Council 2010 Census Awareness Weekend	
February 22-26: Census Awareness Week	March 15-19: Spring Break Camp Census	
February 26: Dallas Census Video Roll Out	March 31: Census Eve Party	

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# Remember the 2010 Census Core Messages

- Elevator Speech

## It's Easy

- ✓ Shortest questionnaire in Census history
- ✓ Only ten questions
- ✓ Will take approximately 10 minutes to complete

## It's Important

- ✓ Remember that Census Day is April 1, 2010
- ✓ Census data will directly affect how \$400 billion of federal funding is allocated
- ✓ The census provides a snapshot of the nation and our city

## It's Safe

- ✓ Answers are protected by law and strictly confidential
- ✓ Information collected is used for statistical purposes only

- Catch Phrase

## 10...10...10

- ✓ Take **10 minutes** to complete **10 questions** that will impact the next **10 years**

- US Census Bureau

[www.2010census.gov](http://www.2010census.gov)

[www.census.gov](http://www.census.gov)

- US Census Dallas Region

[www.census.gov/rodal/www/](http://www.census.gov/rodal/www/)

- City of Dallas

[www.dallascityhall.com](http://www.dallascityhall.com)

[www.dallascityhall.com/census/](http://www.dallascityhall.com/census/)

[www.alcaldiadedallas.com/census/](http://www.alcaldiadedallas.com/census/)

- Its In Our Hands You Tube Video

[http://www.youtube.com/watch?v=\\_9188KXObeE&feature=channel\\_page](http://www.youtube.com/watch?v=_9188KXObeE&feature=channel_page)

## City of Dallas Contact Information

Dallas Deputy Mayor Pro Tem Pauline Medrano,  
Census Advisory Committee (CAC) Vice Chair

Office: 214.670.4171

Email: [pauline.medrano@dallascityhall.com](mailto:pauline.medrano@dallascityhall.com)

Yasmin Barnes Tolliver, Census Manager

Office: 214.670.5417

Email: [yasmin.barnes@dallascityhall.com](mailto:yasmin.barnes@dallascityhall.com)



2010 CENSUS  
IT'S IN OUR HANDS

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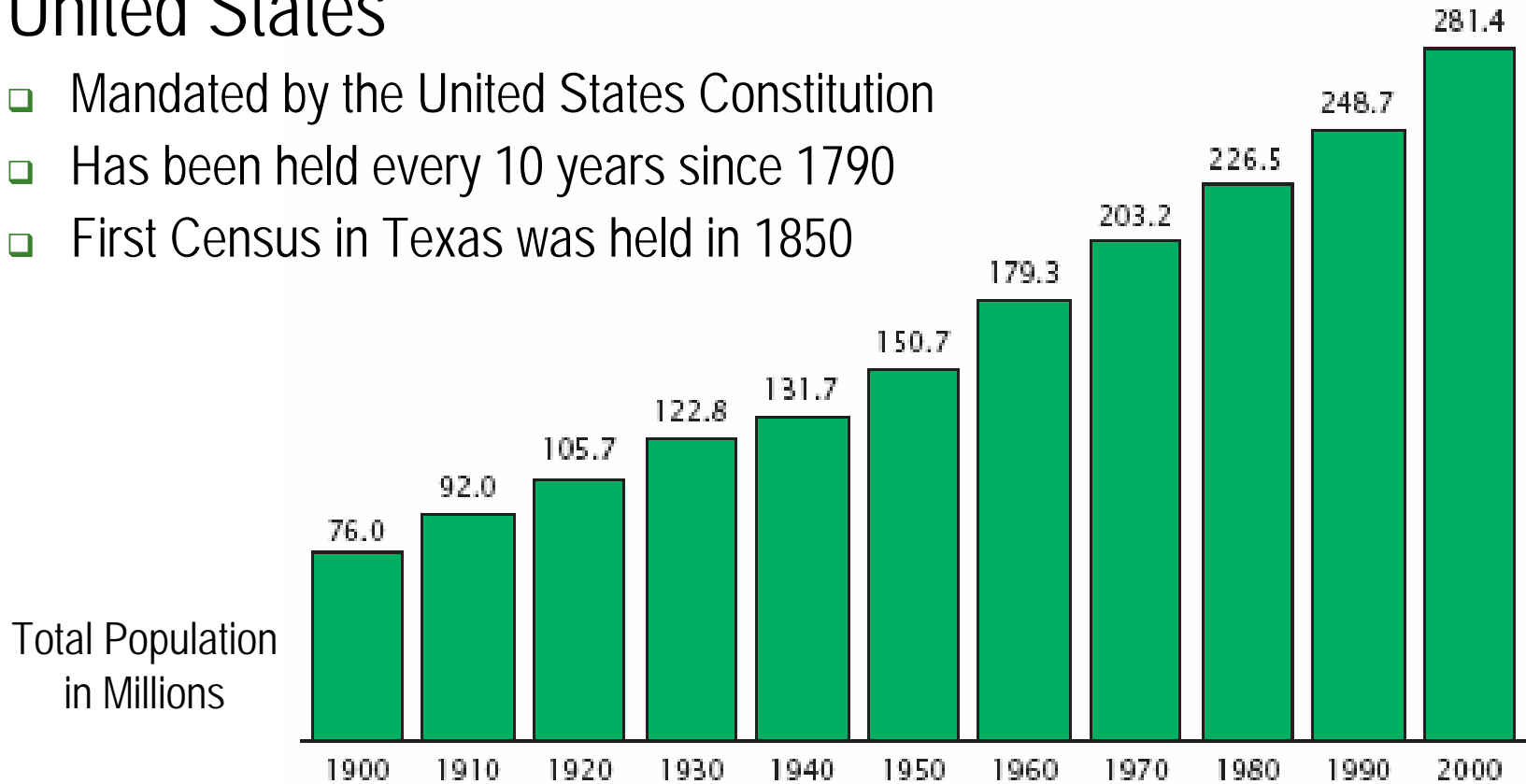
# APPENDIXES

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# Appendix A: Decennial Census History and Population Trend

## ■ The Census is a count of everyone living in the United States

- Mandated by the United States Constitution
- Has been held every 10 years since 1790
- First Census in Texas was held in 1850



Source: U.S. Census Bureau, decennial census of population, 1900 to 2000.

# Appendix B: Decennial Census Populations Totals

	Estimate 2008	2000	1990
United States			
Population	304,059,724	281,421,906	248,709,873
State of Texas			
Population	24,326,974	20,851,820	16,986,510
Dallas (County)			
Population	2,412,827	2,218,899	1,852,810
Dallas (City)			
Population	1,279,910	1,188,580	1,006,877

# Appendix C: 2000 Census Apportionment

## ■ As a result of the 2000 Census

- 8 states gained congressional seats
  - Arizona (+2), California (+1), Colorado (+1), Florida (+2), Georgia (+2), Nevada (+1), North Carolina (+1), Texas (+2)
- 10 states lost congressional seats
  - Connecticut (-1), Illinois (-1), Indiana (-1), Michigan (-1), Mississippi (-1), New York (-2), Ohio (-1), Oklahoma (-1), Pennsylvania (-2), Wisconsin (-1)

State	2000 Apportionment Population			Number of Representatives										
	Total	Resident Population	US Pop Overseas	2000	1990	1980	1970	1960	1950	1940	1930	1920	1910	1900
US Total	281,424,177	280,949,847	574,330	435	435	435	435	435	439	435	435	435	435	391
California	33,930,798	33,871,648	59,150	53	52	45	43	38	30	23	20	22	22	8
Texas	20,903,994	20,851,820	52,174	32	30	27	24	23	22	21	21	18	18	16
New York	19,004,973	18,976,457	28,516	29	31	34	39	41	43	45	45	43	43	37

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## Appendix D: National Census Advisory Committee (CAC)

- Deputy Mayor Pro Tem Pauline Medrano named Vice Chair
- CAC
  - Provides advice on the design and implementation of the 2010 Census
  - Twenty organizations are represented including data users and experts in the statutory and constitutional uses of decennial census data
  - The committee membership includes ex-officio members representing the U.S. Senate and House of Representatives

## Appendix E: Mail Response Rate

Geographical Location	1990	2000
United States	65%	67%
Texas	61%	64%
Dallast County	60%	65%
City of Dallas	57%	62%

Source: U.S. Census Bureau, 2008 Population Estimates, Census 2000, 1990 Census

- When Census questionnaires are completed and returned (mailed) by residents
  - The information is likely to be more accurate
  - Enumerators will not have to physically visit the dwelling for follow-up
  - A more accurate snapshot of the community is taken

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## Appendix F: Hard To Count (HTC) Variables

- **Elderly**
- **Children and infants**
- **Minorities**
- **Language barriers**
- **Lower socioeconomic areas**
- **Renters**
- **New immigrants**
- **Migrant farm/ranch workers**
- **Homeless**
- **Non high school graduates**
- **Single female household w/children**

# Appendix G: CCC Partners

Administration for Children and Families	dfwRealtors	Sammons Art Center
Al Dia	Dallas Independent School District	Texas Municipal League
Alliance/AFT	DOWNTOWN DALLAS	The Korean Society of Dallas
Alpha Kappa Alpha (Alpha Xi Omega Chapter)	Elite News	United States Census Bureau
Alpha Kappa Alpha (Omicron Mu Omega Chapter)	Episcopal Church of the Transfiguration	Upper E
Alpha Kappa Alpha (Upsilon Lambda Omega Chapter)	Eva's House of BBQ	Urban League of Greater Dallas
Alpha Kappa Alpha (Metroplex Chapters Collaborative)	Lita Cruz Productions: Filipino Americans Events and Announcements	US Veterans Chamber of Commerce
Alpha Phi Alpha (Alpha Sigma Lambda Chapter)	Ferguson Road Initiative	Univision
American Red Cross: Dallas Area Chapter	Golden Gate Adult Rehabilitation Ministry	Visiting Nurses Association
Born Again House	Greater Dallas Hispanic Chamber of Commerce	Vollmex Public Relations
Casa Buena Apartments	John Wiley Price	Volunteer Center of North Texas
Casa Linda United Methodist Church	LULAC Council 102	Warren United Methodist Church
Cedar Crest Country Club Estates	Metro Dallas Homeless Alliance	Welcome House Inc.
Chimney Hill Home Owners Association	Metro PCS	Westmoreland Heights Neighborhood Association
Clear Channel	Metrocare Services	Wynnewood Heights Neighborhood Association
Dallas Baptist Association	Mexican American Legal Defense and Educational Fund (MALDEF)	
Dallas County Community College District	NALEO	
Dallas Friday Group	Neiman Marcus Parade Committee	
Dallas ISD	North Dallas Chamber	
Dallas Market Center	Oak Lawn Community Outreach Center	
Delta Sigma Theta (Dallas Alumnae Chapter)	Paul Quinn College	
Delta Sigma Theta (Metropolitan Dallas Alumnae)	Richardson Independent School District	

# Appendix H: COD Department Partners

Budget Management Services  
City of Dallas WIC Program  
Code Compliance  
Courts & Detention Services  
Dallas Fire Rescue  
Dallas Police Department  
Dallas Water Utilities  
Department of Street Services  
Economic Development  
Equipment & Building Services  
Library Services  
Park and Recreation  
Business Development & Procurement  
Public Works & Transportation  
Strategic Customer Services  
Trinity River



**City of Dallas**

# Appendix I: Photo Documentation of Census Awareness Efforts in Dallas

Partnership with Dallas Fire Rescue to promote the 2010 Census



## Buckner Children's Christmas Parade



# Outreach

## Veteran's Day Parade



# Dr. Robert Groves' Visit to Dallas

Census Bureau Director emphasizes importance of Census



# 2010 Census Road Tour Kickoff

City of Dallas Councilmembers Pauline Medrano and Vonciel Jones Hill join Census Bureau Regional Director (Gabe Sanchez) and CCC volunteer (F. Karl Banks) to promote the Census Road Tour



# Presentations to Community Groups

**Old Lake Highlands HOA**  
One Day Dallas Information Meeting



Turkish Women's Association



Dallas Mayor's Southwest Center Mall  
Revitalization Townhall Meeting

**National Night Out**

Hillridge Crime Watch

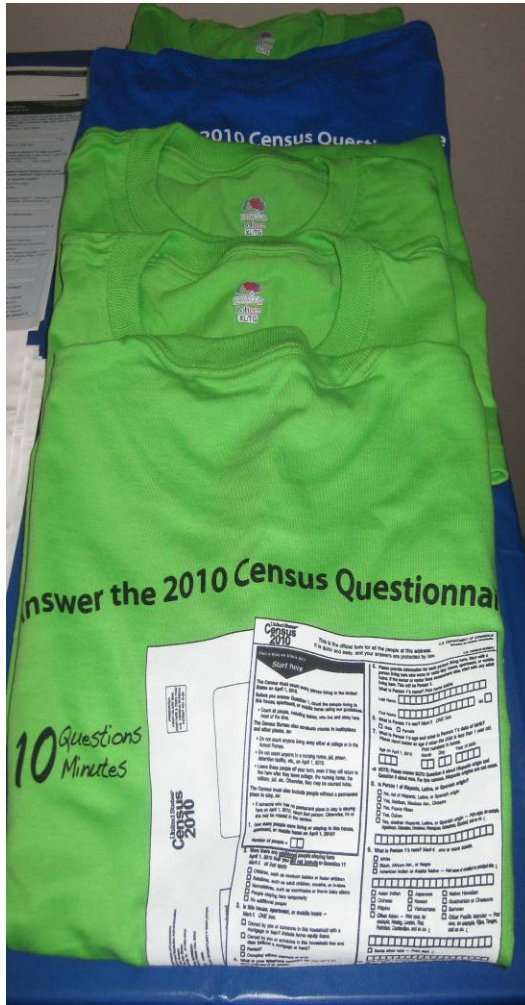


Exline Recreation Center



# Church Community Census Connection Grand Opening

CCC Partnership with Oak Cliff Presbyterian Church (Pastor Clay Allard) and the Church Community Census Connection to make Census materials and questionnaire assistance available to the community



The Church Community Census Connection



In Partnership with the  
Mayor's Complete Count Committee &  
2010 Census  
Sponsors A

## Grand Opening

of the Oak Cliff  
Community Census Office

Location: Oak Cliff Presbyterian Church  
6000 So Hampton, Dallas, Texas 75232  
Pastor Clay Allard

Friday, December 11, 2009  
1:30pm-2:30pm

We are asking Pastors, Community Leaders, organizations, HOA/Presidents,  
Business Owners to join us. Learn about the mission of the Census, jobs that are  
available now.

For more information Contact: Church 214-339-2211, or  
Edna Pemberton, 214-574-9432

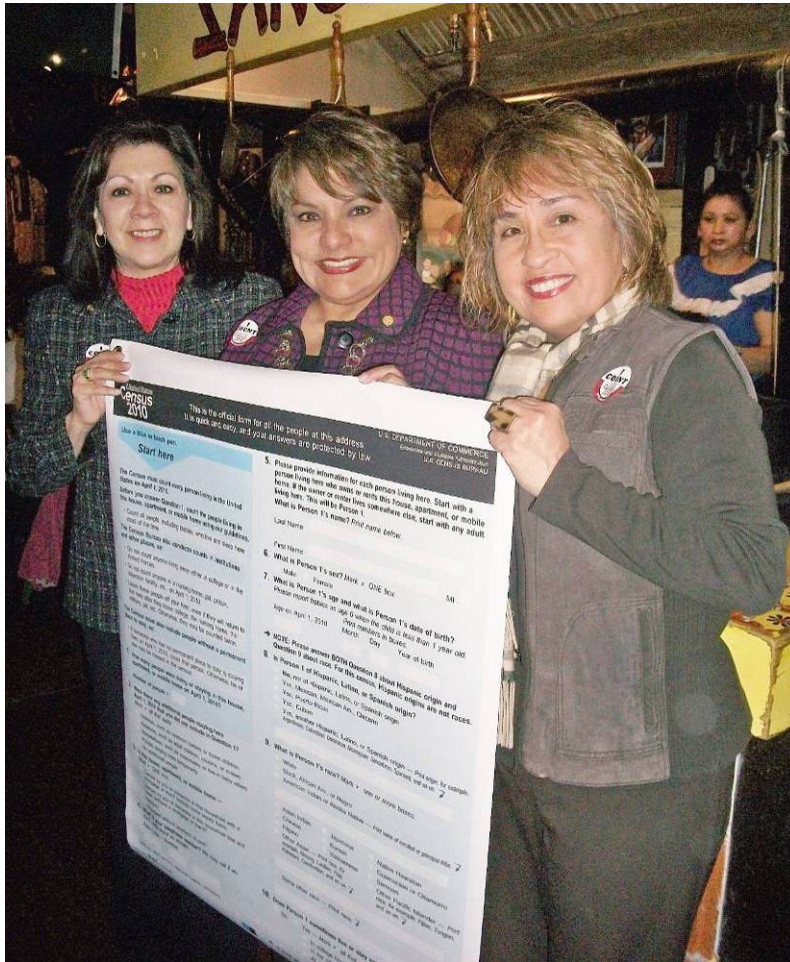
# Countdown to Good Health

Mayor Pro Tem Dwaine Caraway teamed up with the City of Dallas Census Team, Wellness Center, BEST, Cigna, and Genghis Grill to promote healthy living and the 2010 Census to City of Dallas employees



# LULAC Menudo & Chorizo Community Breakfast

Deputy Mayor Pro Tem Pauline Medrano, Councilmember Delia Jasso, and CCC Co-Chair Carmen Garcia encourage community leaders to promote participation in the 2010 Census.



# Elite News MLK Parade

Local Boy Scout Troop and Sorority Chapter Partner with CCC by handing out promotional items and Census employment information to attendees along parade route



# District 8 Community Office

Census information made available at Councilmember Tennell Atkins' community awareness event



**Councilman Tennell Atkins**  
District 8 Community Office  
12 noon—7:00 p.m. Thursdays

**PLACES / DATES**

**Singing Hills Recreation Center, 1809 Crosscut Road**  
January 27 and April 15, 2010

**Terrace Allen Recreation Center, 7071 Barrie Way Road**  
February 4 and May 6, 2010


**Freestone Recreation Center, 8801 Freestone Drive**  
February 18 and May 20, 2010

**Park Wisdom Library, 7181 Library Lane**  
March 4 and June 3, 2010

**Kelsey Ryle Library, 1391 East Road**  
April 1 and June 17, 2010

**2010 Census Information from the Census Bureau**  
1111 North 1st and the 101st St. - 7841 gary

**What You Can Do to Help**  
1. Get the Census Bureau's "How to Respond" booklet.  
2. Get the Census Bureau's "How to Respond" booklet.  
3. Get the Census Bureau's "How to Respond" booklet.  
4. Get the Census Bureau's "How to Respond" booklet.  
5. Get the Census Bureau's "How to Respond" booklet.  
6. Get the Census Bureau's "How to Respond" booklet.  
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9. Get the Census Bureau's "How to Respond" booklet.  
10. Get the Census Bureau's "How to Respond" booklet.



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# Appendix J

## Dallas Outreach Efforts: 2010 Census Community Event Participation

**Dallas Outreach Efforts: 2010 Census  
Presentations and Community Event Participation**

	DATE	EVENT NAME	LOCATION ADDRESS	DESCRIPTION OF OUTREACH EFFORT	APPROXIMATE # CONTACTED
1	June 12-14, 2009	Dallas Arts Festival	Dallas Arts District in Downtown Dallas	Information table	4000
2	June 13, 2009	National Urban League Economic Empowerment Tour Career Fair	Dallas Convention Center	Information table	2000
3	June 3, 2009	Planning Meeting	Center for Community Cooperation	Information Table	20
4	June 24, 2009	CCC Partnership Drive	Dallas City Hall Lobby	Information table	60
5	July 29, 2009	UniverSoul Circus	Southwest Center Mall Parking Lot	Information table, opening day Census Day, Radio Spot	3500
6	August 6, 2009	Mayors Back to School Fair August	Automobile Building & Centennial Hall	Information table	4000
7	August 8-9, 2009	Viva Dallas Expo	Dallas Market Hall	Information table	5000
8	August 22, 2009	Homeowners Conference	Dallas City Hall Council Chambers	10 minute presentation and information table	50
9	August 29, 2009	Tulisoma Festival	African American Museum	Information table	150
10	August 29, 2009	Back Pack Bash	Medrano Elementary School	Information table	300
11	August 13, 2009	Budget Townhall Meeting	2901 Pennsylvania Ave., Martin Luther King Jr. Ctr. Senior Bldg. (E)	5 minute presentation and information table	75
12	August 17, 2009	Budget Townhall Meeting	3601 S. Marsalis Ave. South Oak Cliff H.S. Auditorium	5 minute presentation and information table	60
13	August 17, 2009	Budget Townhall Meeting	1909 Crouch Singing Hills Rec. Ctr.	5 minute presentation and information table	115
14	August 18, 2009	Budget Townhall Meeting	5151 Mark Trail Way Thurgood Marshall Rec. Ctr.	5 minute presentation and information table	57

**Dallas Outreach Efforts: 2010 Census  
Presentations and Community Event Participation**

	DATE	EVENT NAME	LOCATION ADDRESS	DECRPTION OF OUTREACH EFFORT	APPROXIMATE # CONTACTED
15	August 18, 2009	Budget Townhall Meeting	2750 Bachman Dr. Bachman Rec. Center	5 minute presentation and information table, Spanish speaker provided	30
16	August 18, 2009	Budget Townhall Meeting	10200 White Rock Trail Lake Highlands Freshman Center Auditorium	Information table	50
17	August 19, 2009	Budget Townhall Meeting	1302 N. Justin Arcadia Park Library	5 minute presentation and information table, Spanish speaker provided	20
18	August 20, 2009	Budget Townhall Meeting	6969 McCallum Blvd. North Central Police Station	Information table	125
19	August 20, 2009	Budget Townhall Meeting	4408 Vandervoort Dr. Fruitdale Rec. Center	5 minute presentation and information table	51
20	August 20, 2009	Budget Townhall Meeting	4600 Bryan St. Peak Academy Cafeteria	5 minute presentation and information table, <b>Spanish speaker</b> provided	58
21	August 20, 2009	Budget Townhall Meeting	1229 Sabine Eloise Lundy Rec. Ctr.	5 minute presentation and information table	60
22	August 20, 2009	Budget Townhall Meeting	1441 North Beckley Methodist Hospital Hitt Auditorium	5 minute presentation and information table, Spanish speaker provided	75
23	August 24, 2009	Budget Townhall Meeting	4918 Hovenkamp Dr. Edna Rowe Elementary Auditorium	5 minute presentation and information table	25
24	August 24, 2009	Budget Townhall Meeting	802 S. Buckner Room 108/109 Eastfield College Pleasant Grove Campus	5 minute presentation and information table	44
25	August 24, 2009	Budget Townhall Meeting	6006 Everglade Skyline Public Library Auditorium	5 minute presentation and information table	42

**Dallas Outreach Efforts: 2010 Census  
Presentations and Community Event Participation**

	DATE	EVENT NAME	LOCATION ADDRESS	DECRPTION OF OUTREACH EFFORT	APPROXIMATE # CONTACTED
26	August 25, 2009	Budget Townhall Meeting	8701 Greenmound Pleasant Oaks Rec. Ctr.	5 minute presentation and information table	39
27	August 25, 2009	Budget Townhall Meeting	4009 Elm St. The Brady Center	5 minute presentation and information table, Spanish speaker provided	124
28	August 25, 2009	Budget Townhall Meeting	3741 Abrams St. Thomas Aquinas School Drama Room	5 minute presentation and information table	102
29	August 27, 2009	Budget Townhall Meeting	7616 Umphress Umpress Recreation Ctr.	5 minute presentation and information table	35
30	August 27, 2009	Budget Townhall Meeting	6950 Belt Line Road Fretz Recreation Center Gymnasium	Information table	150
31	August 27, 2009	Budget Townhall Meeting	1440 Mockingbird Ln. Visiting Nurse Assoc.	5 minute presentation and information table, Spanish speaker provided	64
32	August 27, 2009	Budget Townhall Meeting	9220 Ferguson Rd. White Rock Church of Christ	5 minute presentation and information table	40
33	August 27, 2009	Budget Townhall Meeting	950 E. Lawther Winfrey Point White Rock Lake	5 minute presentation and information table	20
34	August 31, 2009	Budget Townhall Meeting	724 Green Cove Ln. Mark Twain Elementary Auditorium	5 minute presentation and information table	25
35	August 31, 2009	Budget Townhall Meeting	2976 Cummings Cummings Rec. Center	Information table	60
36	August 31, 2009	Budget Townhall Meeting	6911 Lemmon Ave. Frontiers of Flight Museum	Information table	73

**Dallas Outreach Efforts: 2010 Census  
Presentations and Community Event Participation**

	DATE	EVENT NAME	LOCATION ADDRESS	DECIPTION OF OUTREACH EFFORT	APPROXIMATE # CONTACTED
37	September 1, 2009	Budget Townhall Meeting	8701 Greenmound Pleasant Oaks Rec. Ctr.	5 minute presentation and information table	28
38	September 1, 2009	Budget Townhall Meeting	12300 Pleasant Valley Dr. Aiken Elem. School Cafeteria	Information table	25
39	September 1, 2009	Budget Townhall Meeting	8601 Fireside Dr. Fireside Recreation Ctr.	Information table	25
40	September 1, 2009	Budget Townhall Meeting	8308 Southwestern Blvd. The Village Country Club	Information table	43
41	September 1, 2009	Budget Townhall Meeting	1111 Martindell Martin Weiss Rec. Ctr.	5 minute presentation and information table, Spanish speaker provided	40
42	September 3, 2009	Budget Townhall Meeting	114 West Hobson Ave. Beckley Saner Rec. Ctr.	5 minute presentation and information table	50
43	September 3, 2009	Budget Townhall Meeting	6906 Churchill Way Churchill Recreation Center	Information table	50
44	September 3, 2009	Budget Townhall Meeting	3333 Turtle Creek Arlington Hall Lee Park	Information table	51
45	September 8, 2009	Budget Townhall Meeting	2008 E. Kiest Blvd. Paul Laurence Dunbar Library	5 minute presentation and information table	30
46	September 8, 2009	Budget Townhall Meeting	3150 Bainbridge Ronald McNair Elem. School	Information table	32
47	September 15, 2009	Townhall Meeting	Fretz Park Library/Auditorium 6990 Beltline Rd 75254	5 minute presentation and information table	90
48	September 16, 2009	Mexican Independence Day	2922 Martin Luther King Jr Blvd, Dallas, TX	Presentation and information table, Spanish speaker provided	300

**Dallas Outreach Efforts: 2010 Census  
Presentations and Community Event Participation**

	DATE	EVENT NAME	LOCATION ADDRESS	DECRPTION OF OUTREACH EFFORT	APPROXIMATE # CONTACTED
49	September 26, 2009	DFW Metroplex Chapters of Alpha Kappa Alpha Sorority, Inc Economic Smart Fair Seminar	12800 Abrams Rd Dallas, TX, 75243 972.238.6100	Information Table	400
50	September 25, 2009	4th Friday Count Down the 2010 Census	City Hall Lobby	Census trivia, games, activities, PPT presentation	50
51	Continuous		Census Trivia and Portrait of America Video on Channel 16  COD Census Webpage		
52	September 18, 2009	Partnership Press Conference	Fairmont Hotel	Speakers: Marc Morial, DMPT Medrano, Kathryn Krause	40
53	September 25 – October 18	State Fair of Texas	Fair Park	Information Table	
54	September 30, 2009	Mexico Soccer Game	Fair Park: State Fair of Texas	Census Logo on Jumbotron	60,000
55		4 <sup>th</sup> Friday Countdown	City Hall	Information Table/Games	50
56	October 3, 2009	Unity in the Community Expo	1 Delta Place Martin Luther King Blvd Dallas, TX	Information Table and promo item give aways	
57	October 5, 2009	Mayor's Townhall: Southwest Center Mall Revitalization	Southwest Center Mall Atrium	Information Table	150
58	October 6, 2009	National Night Out	Ferguson Road Initiative Lakeland Hills Park on St. Francis Ave	Short speech/Information table	25
59	October 6, 2009	National Night Out	Jubilee Park 4603 Gurley	Information Table	200

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60	October 6, 2009	National Night Out	Arlington Park Recreation Center, 1505 Record Crossing Recreation Center	Information Table	200
61	October 6, 2009	National Night Out	Little Forest Hills Neighborhood Association 1500 San Saba	Information Table	250
62	October 6, 2009	National Night Out	Exline Recreation Center 2525 Pine St	Information Table	150
63	October 6, 2009	National Night Out	South Oak Cliff High School 3601 S. Marsalis Ave.	Speaker/Information Table	150
64	October 6, 2009	National Night Out	Meadow Stone Park, on Kimwood Drive	Speaker/Information Table	250
65	October 6, 2009	National Night Out	Joppa Community	Information Table	50
66	October 6, 2009	National Night Out	2900 Grove Hill	Information Table	125
67	October 6, 2009	National Night Out	Dolphin Heights 4830 Silver Avenue, Dallas TX 75223	Information Table	80
68	October 10, 2009	The Tenth Street Historical District Community Clean up Event	1130 E. Ninth Street	Information Table	90
69	October 12, 2009	Community Meeting	3333 Turtle Creek Arlington Hall at Lee Park	Information Table	60
70	October 15,2009	An Hour of Census Power (Faith Based Organization Meeting)	City Hall, L1FN	Presentation	10

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71	October 17, 2009	Bi-national Health Week Health Fair in Dallas	1210 Riverbend Drive, Dallas	Walking around giving out handouts	3,000
72	October 24, 2009	Unity in the Community HOA Meeting	East Dallas Work Yard Park (between Fitzhugh & Munger	Information Table	80
73	October 24, 2009	Dolphin Heights HOA Meeting	"The Belay House" 4830 Silver Avenue, Dallas TX 75223	Speech and handouts	50
74	October 28, 2009	2nd Annual Passport to Health Expo and Luncheon	The Morton H. Meyerson Symphony Center 2301 Flora Street, Dallas	Information Table	100
75	October 30, 2009	"Countdown to Halloween"	City Hall, 7FN	Information Table/Promotional Giveaways	130
76	October 31, 2009	Vickery Meadow Health Fair	Conrad High School 7502 Fair Oaks Avenue, Dallas	Information Table	1500
77	October 31, 2009	Fall Festival	2010 Ivanhoe, Dallas	Information Table	200
78	October 31, 2009	Grove Fest	8701 Greenmound, Dallas	Walking around giving out handouts/promo items giveaways	300
79	October 31, 2009	Harambee Festival	The Martin Luther King Jr. Community Center, 2922 Martin Luther King Jr. Blvd	Information Table	300
80	November 4, 2009	New Employee Orientation	City Hall, 1500 Marilla L1FN	Short speech/Handouts	4
81	November 11, 2009	Veteran's Day Parade	City Hall Plaza 1500 Marilla	Information Table	1,000
82	November 11, 2009	Bishop 5 Revival	Antioch Baptist Church 7550 S. Hampton Rd	Information Table	2,500
83	November 12, 2009	District 7 Take the Office to the Streets	Exline Recreation Center	Information Table	20

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84	November 12, 2009	District 7 Town hall Meeting	Dallas City Hall	Information Table	25
85	November 12, 2009	Bishop 5 Revival	Antioch Baptist Church 7550 S. Hampton Rd	Information Table	600
86	November 13, 2009	Bishop 5 Revival	Antioch Baptist Church 7550 S. Hampton Rd	Information Table	3000
87	November 13, 2009	Girls Teen Summit	Town view Magnet Center 1201 E 8th St	Information Table	200
88	November 14, 2009	Help the Homeless Walk	City Hall Plaza 1500 Marilla	Information Table	1000
89	November 14, 2009	National Night Out	Tietze Park 2900 Skillman Ave	Information Table	30
90	November 14, 2009	Neighborhood Clean Up	1819 Martin Luther Blvd.	Information Table	100
91	November 15, 2009	3 <sup>rd</sup> Annual Festival del Tamal	Dallas Market Hall 2200 N Stemmons Fwy	Information Table	3,000
92	November 15, 2009	<del>Park Forest Community Birthday Party</del>	<del>Webb Chapel Park 11429 Cromwell</del>	Date mix up. Handouts given at nearby soccer game instead	50
93	November 17, 2009	Business Community Partnership meeting	City Hall 1500 Marilla L1FN	Presentation	50
94	November 18, 2009	Departmental Meeting	City Hall, 1500 Marilla Conference Rm B	Presentation	30
95	November 18, 2009	New Employee Orientation	City Hall, 1500 Marilla Conference Rm A	Short speech and handouts	10
96	November 19, 2009	Old Lake Highlands HOA Meeting	Tony's Pizza 10233 E. Northwest Hwy	Short presentation and handouts	10
97	November 24, 2009	Mr. Robert Groves Visit	Brady Center	Serving Lunch to elderly population	100

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98	December 3, 2009	14 <sup>th</sup> Annual Buckner Children's Parade	5555 S. Buckner Blvd	Walk in parade giving out candy canes with census message	200
99	December 3, 2009	DMPT Medrano Adopt A Family Program	Texas Discovery Gardens in Fair Park	Information Booth	200
100	December 8, 2009	Community Based Partnership Meeting	City Hall 1500 Marilla L1FN	Presentation	35
101	December 12, 2009	Home for the Holidays	Singing Hills Recreation Center at 1909 Crouch Road, 75232	Information Table	400
102	December 12, 2009	Kwanzaa Fest	Automotive Building at Fair Park	Informational Booth	500
103	December 12, 2009	Grand Opening of Wagging Tail Park	5841 Keller Springs	Information Table	15
104	December 13, 2009	Kwanzaa Fest	Automotive Building at Fair Park	Information Booth	500
105	December 18, 2009	La Posada	Graowler Park	Information Table	150
106	December 19, 2009	Holiday in the Park	Maria Luna Park 4500 Maple Ave	Information Table	500
107	January 7, 2010	Countdown to Good Health Kickoff	City Hall	Speech from CM Caraway, DMPT Medrano and Mayor Leppert/Registration	250
108	January 8, 2010	United Way Meeting	Lamar, Dallas, TX	Speech/Handouts	20
109	January 9, 2010	Chorizo & Menudo	El Ranchito Restaurant 610 W. Jefferson Blvd. Dallas, TX 75208	Presentation/ Informational Table	150
110	January 13, 2009	On-air Interview	5787 S. Hampton, Suite 285, Dallas, TX	On-air Interview	30,000
111	January 13, 2009	Faith Based Organizations II	6000 S Hampton	Presentation	25
112	January 13, 2009	NEO	1500 Marilla, Room A	Short Speech and Handouts	15

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113	January 14, 2010	Dallas Chamber Annual Meeting	Fairmont Hotel	Information Table	50
114	January 16, 2010	MLK Parade	MLK Recreation Center 2922 Martin Luther King Jr Blvd	Participation in Parade	2000
115	January 18, 2010	MLK Parade	MLK Boulevard and Fair Park	Participation in Parade	4000
116	January 20, 2010	Employee Recognition Party	City Hall, Flag Room	Handouts/Speech/Prizes	110
117	January 21, 2010	District 8 Community Office	Singing Hills Recreation Center 1909 Crouch Road	Information Table	10
118	January 23, 2010	The Shed	1010 S. Pearl Expressway, Dallas, TX 75201	Information Table	30
119	January 26, 2010	Police Chief Search Community Input Meeting	Beckley Saner Recreation Center	Distribution of flyers to attendees	50
120	January 30, 2010	Children's Indoor Soccer Game	1800 Barnes Bridge Road Dallas, TX 75228	Distribution of bilingual flyers to participants	100
121	February 1, 2010	Census in the Streets Outreach Effort	7232 Fisher Rd. Dallas, TX	Distribution of flyers to homes in HOA	110
122	February 1, 2010	Census in the Streets Outreach Effort	P.O. Box 180897 Dallas, TX 75218	Distribution of flyers to homes in HOA	610
123	February 1, 2010	Census in the Streets Outreach Effort	1104 Peavy Rd.	Distribution of flyers to homes in HOA	142
124	February 1, 2010	Census in the Streets Outreach Effort	542 Parkwood Dr.	Distribution of flyers to homes in HOA	135
125	February 6, 13, 20, 27 March 6, 13, 20, 27 2010	The Shed	1010 S. Pearl Expressway, Dallas, TX 75201	Information Table	
				<b>Estimated Total Reached</b>	<b>141,489</b>