



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mindi Hurley, Director of Community Development

**Date:** October 8, 2019

**Reference:** Resolution authorizing a \$5,000 expenditure for an interlocal agreement with Dallas County, for selection of consultant to perform census participation and strategy of census, analysis, mapping, report, messaging and marketing and community engagement in support of the 2020 Census; authorizing the Mayor to sign.

**2030:** **Special Place to Live, Sustainable City Government, Community Enrichment & Wellness, Sense of Community**

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### Executive Summary:

On August 29, 2019, staff received an email request from Dallas County regarding a Request for Proposals (RFP) that the County was putting out on September 3, 2019. The County is asking for contributions from municipalities within the county to fund the effort. The overall purpose of the RFP is to increase the census response rates across Dallas County. The RFP is attached for your reference and explained in more detail below.

### Introduction:

The RFP is not to replace efforts already underway in Coppell, but will be in addition to what we are already doing and plan on doing prior to census day – April 1, 2020. The funding Coppell puts toward this effort will be spent in our jurisdiction. Furthermore, our contribution will be enhanced by county funds and the vertical integration a shared vendor will provide. The RFP is divided into the following four independently bid tasks:

1. Census Campaign Strategy Management and Oversight
2. Census Data – Analysis, Mapping, and Reporting
3. Census Messaging and Marketing
4. Community-Based Engagement

Dallas County intends to field proposals from prospective vendors for a period of six weeks starting September 3, 2019. Immediately following, a proposal will be selected and contract negotiations including final cost analysis will begin with the contract to be awarded in November.

The County has reached out to all municipalities within the County. They are asking for financial commitments from cities in the amount of \$5,000 per 50,000 population. Further, they are asking that our city make that financial commitment by September 30, 2019, in order for Dallas County to be prepared for final negotiations with the selected vendor. According to Dallas County, any investment into this effort by any municipality will be returned force multiplied by Dallas County.

**Analysis:**

Staff was contacted by Andrew Fortune, Assistant to the City Manager in Grand Prairie, to see if we were contributing to this effort. Staff told him that we were still analyzing the request, but that we were recommending it to Council. He shared a survey he was conducting related to other cities within Dallas County planning to contribute. These are:

- Dallas
- Richardson,
- Irving,
- Grand Prairie,
- Mesquite, and
- Addison.

**Legal Review:** Drafted Resolution.

**Fiscal Impact:**

Dallas County is asking for financial commitments from cities in the amount of \$5,000 per 50,000 population; therefore, the City of Coppell would contribute \$5,000 if approved.

**Recommendation:**

Staff is recommending approval of the \$5,000 contribution to Dallas County for countywide census efforts.

**Attachments:**

Resolution

Dallas County Request for Proposals