

**2010 Census Complete Count Committee
November 10, 2009**

COMMITTEE MEMBERS PRESENT

Dr. Tom Martin, Chairman
Roy Frady
Mary Alice Garza
Sylvia Garcia
Madan Goyal
Graciela Katzer
Jian Li
May Li
Marcus Ludwig
Tony Mauro
Jim McGuire
Khadra Simmons

COMMITTEE MEMBERS ABSENT

Cara Mendelsohn, Vice Chair
Dr. Myrtle Hightower
TJ Johnson
Daniel Long
Jun Melvin
Dollie Thomas

STAFF PRESENT

Steve Sims, Sr. Planner
Wendy Jorgensen, Sr. Public Information Officer

CENSUS BUREAU STAFF PRESENT

Christie Hernandez, Government Partnership Specialist
Frances Fass, Asian Partnership Specialist
Jerry Brady, Partnership Assistant

The 2010 Census Complete Count Committee meeting was called to order by Chairman Tom Martin at 6:05 p.m.

Committee Member Katzer made a motion to approve the minutes of the August 11, 2009, September 8, 2009, and October 20, 2009, meetings as submitted. Committee Member Frady seconded the motion, which passed 10-0.

AGENDA ITEM NO. 3 - COMMENTS OF PUBLIC INTEREST

There were no comments

Committee Member Tony Mauro arrived at 6:14 p.m.

Chairman Martin stated Christie Hernandez, Government Partnership Specialist, was delayed in traffic on U.S. Highway 75 while traveling to the meeting and asked if Agenda Item 4 could be moved after Agenda Items 5 and 6. The committee voted in favor of changing the order of the agenda by a vote of 11-0.

Committee Member May Li arrived at 6:20 p.m.

AGENDA ITEM NO. 5 - DISCUSSION & DIRECTION UPDATE ON PROMOTIONAL ACTIVITIES

Wendy Jorgensen, Senior Public Information Coordinator and Steve Sims, Senior Planner, provided updates on upcoming promotional activities. Ms. Jorgensen stated the utility bill inserts will be going in the November billing statements. The February utility bill inserts will be much different due to a change in format of the bill (one page statement). The 2010 Census reminder will appear as a small ad on the back of the statement.

Ms Jorgensen showed the committee a poster created by a volunteer. The committee members stated there was quite a bit of information on the poster and we may need to simplify it. Ms Jorgensen told the committee another volunteer has developed a contact list for the Speakers Bureau and staff will share the list with the committee members to get their feedback. Afterwards, inquiries will be sent to organizations to ask for speaking opportunities.

Mr. Sims updated the committee on upcoming promotional events. The Plano African American Museum Fun Run will take place on Saturday, November 21, 2009. Chairman Martin and Committee Member Garza volunteered to fill the two remaining spots to man the booth. Mr. Sims asked the committee members if they would like to walk or ride in the Christmas Parade on December 12, 2009. The committee members would like a vehicle in the parade. Also, Frances Fass, Asian Partnership Specialist, stated she may be able to find the committee a convertible to use for the parade. Mr. Sims told the committee he had sent an e-mail message to Evelyn McKnight and Vernon Hadnot to ask about possible participation opportunities in the Martin Luther King Day celebrations in January 2010.

Chairman Martin provided a summary of the Dallas Regional Census meeting. He stated that as compared with other groups, the Plano Committee has been quite active in reaching out to the community to promote the census. Plano's committee is one of 400 in Texas and one of 7,817 in the United States. Chairman Martin stated the

Census Bureau has an interactive website regarding the proposed questionnaire at the 2010 Census website.

Chairman Martin shared that the Dallas Committee has a YouTube video promoting the 2010 Census while Arlington will be distributing bags promoting the event. Fort Worth has a media celebrity serving on their committee to help them promote the 2010 Census for their residents.

AGENDA ITEM NO. 6 - ITEMS FOR FUTURE AGENDAS AND DETERMINATION OF FUTURE MEETING DATES

Mr. Sims stated the next 2010 Census Complete Count Committee meeting will take place on Tuesday, December 8, 2009, at 6:00 p.m. in the Building Inspections Training Room. There will be a brief formal meeting of the Committee to approve the minutes from the November 11, 2009, Census Complete Count Committee meeting and to review and decide on speaking opportunities by the Speakers Bureau. Then, the Committee will break into subcommittee meetings followed by the executive committee meeting.

AGENDA ITEM NO. 4 - DISCUSSION & DIRECTION COMPLETE COUNT COMMITTEE TRAINING

Ms. Hernandez provided the committee a presentation regarding the 2010 Census and how to respond to concerns about confidentiality of information by the public. Ms. Hernandez stated the principal purpose of the census is to ensure fair representation of the population in the U. S. House of Representatives. The 2010 Census will be the shortest form in history with only ten questions. There will be six demographic questions on age, number of people in household, race, ethnicity, and gender. There will be four questions regarding housing information. Any information shared with the Census Bureau is confidential and no other government entity can use the data. There are severe penalties for census workers if information is divulged outside the bureau which includes prison time and fines up to \$250,000.

Several committee members had the following questions after the presentation:

- What is meant by differential of undercounted populations?
- Must people fill out the entire form?
- Are non-resident tourists included in the count?
- Are international students included in the count?

Ms. Hernandez will look into the differential question as the federal mandate does require a 100% count and not a sample. People must fill out the entire form or they will receive a phone call and or visit from a census taker to complete the document. Non-resident tourists are not counted in the census. However, international students are included as they are residing in a household at the time of the census.

There being no further discussion, Chairman Martin adjourned the meeting at 7:05 p.m.

Chairman Tom Martin

xc: Honorable Mayor and City Council
Thomas H. Muehlenbeck, City Manager