

**2010 Census Complete Count Committee Meeting
March 10, 2009**

Committee Members Present

Dr. Tom Martin, Chair
Leticia Martinez Ramirez, Vice Chair
Roy Frady
Mary Alice Garza
TJ Johnson
Jian Li
Daniel Long
Marcus Ludwig
Jim McGuire
Jun Melvin
Cara Mendelsohn
Grace Singleteary
Dollie Thomas
Tony Villareal

Committee Members Absent

Madan Goyal
Dr. Myrtle Hightower
Jack Weatherford

Council Liaisons Present

Mayor Pro Tem Jean Callison
Council Member Pat Miner

Staff Present

Jeff Zimmerman, Long Range Planning manager
Wendy Jorgensen, Senior Public Information Coordinator
Steve Sims, Senior Planner

Dr. Tom Martin, Chair, called the meeting to order at 5:10 PM and led the pledge of Allegiance.

Agenda Item #2 – Introduction of Council liaisons, Census Bureau staff, city staff and committee members

Steve Sims, Senior Planner, introduced the Council liaisons to the committee. They serve as the point of contact for the committee with City Council. The committee's liaisons are Mayor Pro Tem Jean Callison and Council Member Pat Miner. Council Member Miner welcomed the committee members and encouraged their work to promote the 2010 Census in Plano and the importance of accurate census data for the city. Mr. Sims introduced Ernest Pickens, Partnership Specialist with the U. S. Census Bureau's Early Local Census Office in Plano. Mr. Pickens provided a brief presentation

on the 2010 Census, asked committee members to introduce each other and provided a video promoting the 2010 Census.

Agenda Item #3 – Comments of public interest

No one had any public comments for consideration.

Agenda Item #4 – Overview of the 2010 Census

Mr. Sims provided an overview of the census. He presented information on how the census has been conducted prior to 2010 and proposed changes for the 2010 Census. Mr. Sims explained the function and importance of the American Community Survey program. Comments and questions from the committee included:

- 2010 Census Takers Security?

Mr. Pickens stated census takers will carry an identity badge and hand held computer. They will only visit households where there has been no response to the census form. The census takers will visit the address up to six times and if no response, will visit a neighbor to gather information about the residents.

- Do census takers have a background check?

Mr. Pickens stated census takers have background checks performed by the FBI.

- How can the Census Bureau assure safety of response?

Mr. Sims explained census employees are bound by the law to not disclose information provided on the census forms. Such action is punishable by prison time and fines. Personal information on the census forms will not be available to the public for 72 years.

- What is the first step of the process?

Mr. Pickens said census workers will begin verifying local addresses in Plano during March and April of 2009.

- Will census forms be available online?

Mr. Pickens stated they would not. However, if someone does not receive a census form or it is lost, they can contact the U.S. Census Bureau to obtain a form.

Agenda Item #5 – Discussion and Direction – Committee purpose, responsibilities, Outreach Plan, and work schedule

Mr. Sims stated the purpose of the committee was as follows:

- Promote participation in the 2010 Census of Plano residents
- Define hard to reach populations within the City of Plano
- Develop outreach plan for the hard to reach population
- Implement the plan

Mr. Sims said that 21% of Plano's population is foreign born; may never have participated in a Census; and may be unfamiliar with the process. Some senior and affluent residents may have concerns of providing private information on the census form. Mr. Sims said that some residents may be reluctant to fill out the form if they are not legal residents of the United States. The purpose of the committee is to educate the population and inform them that the information provided on the form is confidential and will not be shared with governmental departments or agencies.

Mr. Sims presented the strategic framework of the committee, along with a preliminary outreach plan and work program. These documents provide information to address the concerns of the city's population and get the committee thinking of ideas to encourage participation. The work program states the committee will serve from March 2009 through May of 2010. After the census is completed, the Census Bureau will provide the committee Plano's response rate. The City Council has requested that the committee prepare a report describing the process and providing considerations for the 2020 Census.

The committee members will be broken down into four subcommittees, Community Base, Institutions, Businesses and Media. Mr. Sims passed out a form with brief descriptions of the subcommittees for members to consider joining. Committee members can let him know by phone or e-mail which subcommittee they would like to participate in.

Agenda Item #6 – Staff resources and involvement

Mr. Sims stated there were 17 committee members at this time. However, if needed, there could be as many as 24 members maximum. The strategic framework allows staff authority to seek and recruit potential committee members during the life of the committee. The committee will have a total budget of \$30,000. The first \$9,000 will be available during the 2008-2009 fiscal year. The remaining \$21,000 will be available for the 2009-2010 fiscal year. The reason for the different of amounts is the current fiscal year will end on September 30, 2009. More outreach events are scheduled after October 1, 2010.

Mr. Sims noted City staff has been providing technical assistance to the Census Bureau for the 2010 Census for several years. Staff has submitted the local update of city addresses (LUCA) to the Census Bureaus in 2008. The city completed participation in the participant statistical area program (PSAP) in February of 2009 and submitted proposals for additional census tracts and census block groups for the Census Bureau to consider for 2010.

Mr. Sims suggested the committee may want to create a Speakers Bureau composed of staff and committee members who could attend various meetings and events over the next two years to educate people about the census and encourage participation in the process. Mr. Sims then asked for comments and suggestions regarding the preliminary plans.

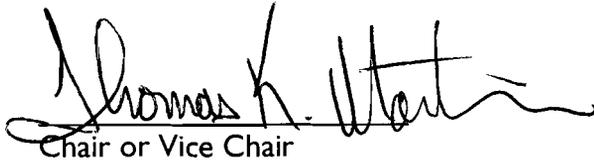
Committee members were in general agreement with the plans. Mr. Martin noted the Business Subcommittee was not very effective during the 2000 Census Complete Count Committee. Other members suggested the committee reconsider the subcommittee structure and promote the census based on impact to Plano residents. (This is how the census could benefit you.) Mr. Zimmerman noted from personal experience that issues did not result from subcommittee structure as much as from limited business representation and some of the remaining roster openings might be used to add members from the business community. Committee members asked to review the subcommittee reports from the 2000 Census Complete Count Committee. Mr. Sims said he will send out the reports in the next meeting packet.

Agenda Item #7 – Items for future agendas and determination of future meeting dates

Mr. Sims asked the committee which date and time would work for the committee's next meeting. After much discussion of possible dates, there was general agreement with the next meeting date of Thursday, April 2 at 5:30 PM.

Agenda Item #8 – Adjournment

Dr. Martin adjourned the meeting at 6:40 PM.


Chair or Vice Chair


Date of Approval