

NOTICE OF MEETING

2010 CENSUS COMPLETE COUNT COMMITTEE

AGENDA

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE, APPROVAL OF MARCH 10 MEETING MINUTES
2. COMMENTS OF PUBLIC INTEREST – This portion of the meeting is to allow the public to speak on items of interest or concern. It is not for the purpose of speaking on items that are on the current agenda. The Committee may not discuss these items but factual or policy information may be provided in response to the comments, and the Committee may choose to place the item on a future agenda. Comments are limited to three (3) minutes per speaker, with a maximum time limit of fifteen (15) minutes for this portion of the meeting. Speakers will be notified when speaking time has expired.
3. DISCUSSION AND DIRECTION – OUTREACH PLAN
4. DISCUSSION AND DIRECTION – SUBCOMMITTEES AND SUBCOMMITTEE ASSIGNMENTS
5. ITEMS FOR FUTURE AGENDAS AND DETERMINATION OF FUTURE MEETING DATES
6. ADJOURNMENT

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MEMORANDUM

Date: March 26, 2009
To: 2010 Census Complete Count Committee
From: Steve Sims, Senior Planner
Subject: 2010 Census Complete Count Committee Staff Report

The next meeting for the 2010 Census Complete Count Committee will take place on **Thursday, April 2 at 5:30 PM** in **Training Room A** at the **Plano Municipal Center** located at **1520 K Avenue** in **Plano**. Attached with this memorandum is a staff report containing the minutes from the March 10 meeting along with information for Agenda Items #3, 4, and 5. Please review before the April 2 meeting and be ready to discuss and provide staff direction.

Attachments: April 2, 2009 Meeting Packet

CC: Tom Muehlenbeck, City Manager
Frank Turner, Deputy City Manager
Phyllis Jarrell, Planning Director
Jeff Zimmerman, Long Range Planning Manager
Wendy Jorgensen, Senior Public Information Coordinator

**STAFF REPORT
2010 CENSUS COMPLETE COUNT COMMITTEE
APRIL 2, 2009**

AGENDA ITEM #1 – MARCH 10, 2009 MEETING MINUTES

**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 Villarreal

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 an additional 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 other 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 Bureau 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.

AGENDA ITEM #3 – OUTREACH PLAN

Staff provided a brief description of the outreach plan at the March 10 meeting. This week, committee and staff will review the plan in more depth. Questions to consider while reviewing the plan are as follows:

- General impressions of the plan
 - Can the committee implement the plan?
 - Does the plan help the committee focus on the tasks to be completed?
 - What changes are necessary to the plan?
 - What actions/ideas should be added to the plan?
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OUTREACH PLAN (Preliminary Outline)

PURPOSE

1. Define an approach for informing and educating the public in general about the 2010 Census and stressing the need for each household to participate and to encourage their friends and neighbors to do likewise.
 2. Identify historically undercounted population groups within the community, note issues that may lead to reduced participation, and tailor outreach efforts for each group accordingly.
 3. Ensure effectiveness and efficiency by locating and utilizing existing formal and informal networks for communicating with the targeted groups. Derive the maximum benefit from promotional materials, documents, and presentations developed by the Census Bureau and supplement them as needed with locally focused communications.
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RESEARCH

The research phase of the process will identify the various resources and other opportunities that may be available for conducting a comprehensive outreach effort.

1. **Define Target Audience** (Staff, Community Base Subcommittee) – Define the historically undercounted and hard to reach audiences. Determine where they live and how best to promote participation in the 2010 Census. Identify reasons for non-participation and how this issue can be addressed. Develop and implement methods of effective communication about the 2010 Census to the city's population.
2. **Census Bureau Resources** (Staff, Community Base, Institutional and Media Subcommittees) - Gather all possible information from the Bureau regarding the current and future resources and assistance including timing and availability of publications, materials, advertising campaigns, and staff assistance.
3. **Media Resources** (Media Subcommittee & Staff) - Develop a preliminary list of newspapers, newsletters, journals, radio and television stations along with their contact information and Public Service Announcement (PSA) policies.
4. **Other Connections** (All Subcommittees & Staff) – Identify and contact public and private educational institutions, faith-based organizations, charities/foundations, major businesses, business groups, civic and service organizations, etc. Determine the following:

- ◆ Membership size/composition
 - ◆ Internal networking system
 - ◆ Networking with other organizations
 - ◆ Communication tools
 - ◆ Opportunities for speakers
 - ◆ Special events where presentations could be made or information distributed
- 5. Public Gathering Places (Business, Community Base, and Institutional Subcommittees & Staff)**
- ◆ Identify locations where large numbers of persons gather regularly.
 - ◆ Prioritize locations based on use by the general public and target populations.
 - ◆ Coordinate with appropriate City departments and other public agencies to arrange for posters, displays, or other ways of disseminating information.
- 6. Private Gathering Places (Business, Community Base, and Institutional Subcommittees plus Staff)**
- ◆ Identify shopping malls, shopping centers, or major retailers where large numbers of persons gather regularly.
 - ◆ Prioritize locations based on use by the general public and target populations.
 - ◆ Develop contact list and coordinate with property owners/managers for authorization and to establish an approach and venue for providing information to clientele.
- 7. Major Employers (Business Subcommittee & Staff)**
- ◆ Identify major employers, particularly those with high numbers of employees in historically undercounted population groups.
 - ◆ Build a partnership with these major employers seeking their involvement in a program relating the Census to funding for infrastructure and other projects that benefit local businesses.
 - ◆ Work with the employer representatives to identify the types of information, promotional materials, displays, and presentations that would be well received by their employees.

PROGRAM DEVELOPMENT

The program development phase will utilize the information obtained during the research phase to:

- 1. Targeted Outreach Concepts (Community Base Subcommittee & Staff)**
- ◆ Define population groups requiring concerted outreach activities.
 - ◆ Identify most effective direct and indirect contact approaches.
 - ◆ Identify resources and actions required to implement approaches.

- ◆ Compare and prioritize based on resource availability.
- 2. General Outreach Concepts (Business & Institution Subcommittees and Staff)**
- ◆ Define role of general promotion and outreach efforts in relation to targeted approaches.
 - ◆ Identify ways that general promotional efforts might be leveraged to reach targeted groups.
 - ◆ Identify required resources and actions.
 - ◆ Compare and prioritize based on resource availability.
- 3. Media Program (Media Subcommittee & Staff)**
- ◆ Identify and prioritize media entities that will maximize impact on general and target populations.
 - ◆ Determine those that will assist through press releases, public service announcements, etc. and minimize advertising costs.
 - ◆ Determine types of printed and promotional materials that will effectively appeal to general and targeted populations and compare that available from Census Bureau and other sources. Estimate costs and prioritize those items the committee will need to produce or acquire. If translation is needed, determine how that will be accomplished to ensure clarity and understanding.
 - ◆ Determine methods of distribution or dissemination of information (i.e. – mail-outs, hand-outs, postings, etc.)
 - ◆ Establish timing and responsibility for preparation, production, and distribution of printed documents.
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ACTION STRATEGY

The Action Strategy finalizes priorities and combines the three components of the program development phase into an integrated work plan for persuading Plano residents to complete and return 2010 Census questionnaires. (Initial proposal – Executive Committee, Final Strategy – Full Committee). The action strategies and program development ideas are expressed under the activities section for each subcommittee presented in Agenda Item #4.

- 1. Consolidated Approach** - Identify the most effective and practical combination of approaches based on available resources. Define joint process for disseminating information through news media, gathering places, special events, retailers, employers, education entities, and direct contact.
- 2. Responsibilities** – Establish assignments and timelines activities such as the following:
 - ◆ Preparing and distributing printed and promotional materials; preparing for and participating in special events;

- ◆ Defining expectations and creating partnerships with local businesses, institutions, and other organizations;
 - ◆ Preparing and airing audio and video presentations;
 - ◆ Preparing and issuing press releases; and
 - ◆ Preparing and posting of materials at key gathering places.
3. **Speakers Bureau** - Establish a team of committee members and staff responsible for public presentations; identify organizations that utilize speakers; develop presentation format, display materials, slide/video presentation; and publicize its availability.

AGENDA ITEM #4 – SUBCOMMITTEES

Part A) 2000 Census Complete Count Subcommittees

The 2000 Census Complete Count Committee was composed of four subcommittees – Business, Community, Education, and Government. The final report of each subcommittee is included in this staff report after the summary.

Business Subcommittee:

The Subcommittee met with local business organizations in Plano and made several presentations to the Plano Chamber of Commerce and the Chamber Executive Committee. Keys for success in 2010 would include reaching out to major employers, particularly those with employees within the hard-to-reach population to encourage participation in the 2010 Census process.

Community Subcommittee:

The Community Subcommittee was quite active in 2000. They handed out information and answered questions about the 2000 Census at numerous city sponsored festivals and events. The subcommittee provided posters and informational hand outs regarding the census at the Day Labor Center and other social service agencies. They also promoted the 2000 Census through speaking opportunities with various community organizations.

Education Subcommittee

The Education Subcommittee was very effective in getting the word out about the 2000 Census to various education service providers and organizations within Plano. Posters were put up at each Plano ISD campus within the city. School marquees announced census day on April 1, 2000. High school student government organizations were recruited as volunteers to promote participation in the 2000 Census. Promotional efforts even extended into pre schools and the Collin College campuses.

Issues to consider for successful promotion of the 2010 Census include establishing a relationship with the administrators and schools of the Frisco Independent School District within the City of Plano. Another challenge will be focused on educational

materials from the Census Bureau and getting the information into the classroom during the 2009 fall semester.

Government Subcommittee

The Government Subcommittee worked on the technical side of the 2000 Census. They provided information to the U.S. Census Bureau regarding social service agencies within the city as well as information on Plano's homeless population. The subcommittee assisted staff with completing the local update of city addresses (LUCA) program. Much of this work for the 2010 Census has been completed by the City of Plano. The city is awaiting verification of LUCA data by the Census Bureau by August 2009.

2000 Census Subcommittee Final Reports for City Council

Business Subcommittee

1. Review

The Business Subcommittee met with the Chamber of Commerce, the Downtown Merchant leadership (that is no longer the name of the organization), leadership of the AMBUCs organization and the Executive Director of the Small Business Development Center of CCCC. Speakers for monthly meetings were offered. Results included two presentations to the Chamber of Commerce Government Relations Committee, two discussions at the Chamber Executive Committee, one discussion at the Chamber Board meeting, weekly listings in the Chamber electronic newsletter; and notices in the Chamber monthly newsletter. The Committee was unable to identify an effective way to communicate with businesses that were not a part of the above-mentioned organizations, although literature and posters were made available at various locations.

2. Lessons learned:

- a. Business is a rather minor audience in getting the word out. Best efforts were the national TV ads run during early 2000.
- b. Businesses contacted had a good appreciation of the necessity of an accurate census and were willing to assist.
- c. The Census Bureau could have been a greater asset to the committee in regards to organization and advance notice. Greater notice would have allowed the Committee to participate more fully in the opportunities where we could cooperate with the Bureau to make a positive impact.
- d. Plano is an unusually responsive community, as reflected in return rates.

Community Subcommittee

1. Craft Fair – booth
2. Balloon Festival – booth
3. Dickens Christmas/Tree lighting – booth
4. Christmas Parade – entry
5. Martin Luther King Celebration – booth – PISD luncheon speaker
6. Martin Luther King Parade – two entries
7. Walmart(east side) – booth
8. Dart stations – handouts
9. Ministerial Alliance – speaker x3, distribution of materials
10. Several local churches – flyers, bulletin inserts and handouts
11. Day Labor Center – posters and handouts
12. Visits to concentrated area – merchants, apartments, service providers – posters, literature and handouts
13. Contacts with service provider of congregate living facilities - HUD 202 housing and MHMR
14. Social clubs and CCCC-speakers
15. Cooperation with local service providers – Plano Santas, Catholic Charities, Children Medical Clinic, WIC, Dental Services and Assistance Center
16. Advertisement in PHC news letter

Education Subcommittee Report

The Education Sub-committee of the Complete Count Committee successfully implemented the goals it had set. We met regularly within the context of the regular meeting of the Complete Count Committee and developed our action program in compliance with the recommendations set forth in the Census 2000 notebook.

Among our accomplishments were the following:

- ❖ Dissemination of news releases and graphics to be published in school and district newsletters encouraging participation in the census.
- ❖ Placement of messages encouraging participation on school marquees.
- ❖ Addresses to the Council of PTAs, PTA/PTO Presidents Council, faculty council, PISD Administration, and School Board regarding importance of completing the census.
- ❖ Dissemination to every school in the district curriculum materials regarding the census.
- ❖ Placement of census information at the Collin County Community College.
- ❖ Dissemination of information to pre-schools in Plano.
- ❖ Involvement of student governments at Plano high schools in volunteer activities regarding the census.
- ❖ Dissemination of information regarding the census at Taste of Plano.
- ❖ Frequent e-mail messages to administrators regarding the census.
- ❖ Dissemination of posters encouraging participation to every school and district site.

The biggest concern/disappointment we had was that the curriculum materials were not sent out until February. The materials were excellent, and it would have been very helpful to have had them in the schools much earlier – orders were sent to Scholastic in October.

It was a pleasure to work on this committee and the Complete Count Committee. We appreciate the opportunity.

Government Subcommittee

The following are Census Programs in which the City of Plano participated via the Planning Department.

Targeted Non-Sheltered Outdoor Locations

In April of 1999, staff sent the Bureau a general description of outdoor locations where transient populations might be located at any given time. We also sent a contact name in the Police Department.

Request Sheets for Service Locations

Also in April of 1999, staff supplied a list of locations where services are available to displaced individuals or families within Plano.

Local Update of Census Addresses (LUCA) Program

On multiple occasions since the 1990 Census, the city provided address lists, street locations, and street names (both additions and corrections) to the Census Bureau. Typically, we sent an electronic file of the addresses and returned their paper maps with hand drawn changes to the street system.

Staff sent an appeal of the LUCA address list as 584 addresses were found to be missing from the list based on city address data. The Census Bureau added all 584 missing addresses into the final list based on the appeal.

New Construction Program

Staff submitted a list of over 9,000 addresses to the Census Bureau as part of this program in spring of 2000. These were addresses that, according to City utility records, had residential water service but were not included in the Census Bureau records. The Bureau responded by including those unidentified addresses in the Coverage Improvement Follow-up operation.

Part B) 2010 Census Complete Count Subcommittees

Staff has recommended the formation of four subcommittees for the 2010 Census Complete Count Committee. They are as follows – Business, Community Base, Institutional, and Media. A brief description of each subcommittee by purpose and suggested activities is provided. The activities are based on the program development and research activities described in the Outreach Plan.

Business Subcommittee

Purpose – Connect with businesses that provide services and employ various population groups.

Activities

- Identify major employers in Plano
- Identify businesses that employ and provide services to population subgroups
- Establish connection with the businesses
- Educate businesses on importance of census data
- Encourage the businesses to promote participation of customers and employees in the 2010 Census process

Community Base Subcommittee

Purpose – Define and establish connections with historically undercounted population groups.

Activities

- Identify population groups that may have lower census response rates
- Determine reasoning for lower response rates
- Locate where groups may live in Plano
- Develop connections with organizations that provide services to historically undercounted population groups
- Determine effective means of communication with the population groups
- Develop methods of promotion of participation in the 2010 Census process for each group and implement ideas

Institutions Subcommittee

Purpose – Coordinates promotional activities with charitable, education, government, and religious organizations with established formal connections within the community.

Activities

- Identify various organizations which involve Plano residents and provide services to the community
- Establish connections with organizations
- Determine most effective ideas to promote 2010 Census to the various organizations
- Work with them to promote the 2010 Census to organization members and clients
- Place posters in schools and major public gathering places to promote 2010 Census – make use of student government organizations to provide assistance
- Determine if Census Bureau will have educational materials for 2010 Census
- Ensure educational materials are delivered into the classrooms several months before the 2010 Census

- Establish presence of promotional materials of the 2010 Census within religious organizations and social service agencies

Media Subcommittee

Purpose – Prepares promotional materials and connects with local communication providers to inform the public about the 2010 Census and importance of participation.

Activities

- Determine promotional materials which will be available from the U.S. Census Bureau
- Identify most effective local media outlets to promote 2010 Census to Plano's population
- Connect with local media to encourage the promotion of the 2010 Census
- Decide on basic concept of reformatting promotional materials to include local emphasis
- Coordinate with other subcommittees on distribution of 2010 Census promotional materials
- Develop PTN video to promote 2010 Census
- Speak at local organizations and businesses to promote the 2010 Census

PART C) Subcommittee Assignments

After review and discussion of the subcommittee purposes and recommended activities, committee members will inform staff which subcommittee they would like to serve with.

Agenda Item #5 – FUTURE MEETINGS, TOPICS OF DISCUSSION, AND ACTIVITIES

The next meeting will take place on Thursday, April 30, 2009 at 5:30 PM in the Building Inspections Training Room. There will be a brief meeting of all committee members followed by subcommittee meetings.