
MEMORANDUM

Date: November 3, 2009

To: 2010 Census Complete Count Committee

From: Steve Sims, Senior Planner

Subject: 2010 Census Complete Count Committee November 10, 2009, Meeting

The next meeting for the 2010 Census Complete Count Committee will take place on **Tuesday, November 10, 2009**, at **6:00 p.m.** in the **Building Inspections Training Room** at the **Plano Municipal Center**, located at **1520 K Avenue** in Plano. This will be a formal meeting, with no subcommittee or executive committee meetings. Topics for meeting discussion include:

- Approval of the August 11, 2009, September 8, 2009 and the October 20, 2009 minutes
- Training seminar for committee members sponsored by Christie Hernandez of the U.S. Census Bureau
- Update on promotional activities

Attached is the informational packet for the November 10, 2009, meeting.

xc: Tom Muehlenbeck, City Manager
Frank Turner, Deputy City Manager
Phyllis Jarrell, Director of Planning
Tina Firgens, Planning Manager
Wendy Jorgensen, Sr. Public Information Coordinator
Grisenia Matos, Community Services Supervisor
Monique Coleman, Neighborhood Planner

**2010 CENSUS COMPLETE COUNT COMMITTEE
 PLANO MUNICIPAL CENTER
 1520 K AVENUE
 November 10, 2009**

ITEM NO.	EXPLANATION	ACTION TAKEN
	6:00 p.m. - Regular Meeting - Building Inspections Training Room	
1	Call to Order/Pledge of Allegiance	
2	Approval of Minutes for the August 11, 2009, September 8, 2009, and October 20, 2009, 2010 Census Complete Count Committee meetings.	
3	General Discussion: The 2010 Census Complete Count Committee will hear comments of public interest. Time restraints may be directed by the Chair of the 2010 Census Complete Count Committee. Specific factual information, explanation of current policy, or clarification of the 2010 Census Complete Count Committee authority may be made in response to an inquiry. Any other discussion or decision must be limited to a proposal to place the item on a future agenda.	
4	Discussion & Direction: Complete Count Committee Member Training - Christie Hernandez, Government Partnership Specialist with the U.S. Census Bureau.	
5	Discussion & Direction: Update on Promotional Activities - Wendy Jorgensen and Steve Sims	
6	Items for Future Agendas and Determination of Future Meeting Dates: December 8, 2009 meeting and subcommittees - Steve Sims	
7	Adjournment	
	Council Liaisons: Council Members Pat Miner and Lissa Smith	

ACCESSIBILITY STATEMENT

Plano Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of the building. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the Planning Department at (972) 941-7151.

CITY OF PLANO

2010 Census Complete Count Committee

November 10, 2009

Agenda Item No. 4

Discussion & Direction: Complete Count Committee Member Training

DESCRIPTION:

Discussion and direction regarding complete count committee member training to respond to concerns which may arise when promoting participation in the 2010 Census at public events.

REMARKS:

Christie Hernandez, Government Partnership Specialist with the U.S. Census Bureau, will provide a brief training seminar for Complete Count Committee members. The training exercise will help committee members better respond to concerns voiced at public events over the safety of the information provided to the Census Bureau by filling out the forms.

RECOMMENDATION:

Recommended that the committee participate in training to develop responses to concerns gathered with conversations with the public over sharing private information with the Census Bureau during promotion of participation in the 2010 Census process.

CITY OF PLANO

2010 Census Complete Count Committee

November 10, 2009

Agenda Item No. 5

Discussion & Direction: Update on Promotional Activities

DESCRIPTION:

Discussion and direction of update on promotional activities.

REMARKS:

Promotional Events

The 2010 Census Complete Count Committee has been very busy promoting participation of the 2010 Census during the spring and summer of 2009. The committee has promoted the census at the following events:

- Plano Multicultural Roundtable Citizenship Workshop
- Juneteenth Day celebration
- 4th of July Parade
- Plano Balloon Festival
- Plano International Festival

The Plano Balloon Festival and Plano International Festival were major successes for the committee. Over 84,000 people attended both events and many people were told about the 2010 Census. The events provided an opportunity for committee members to educate people on the 2010 Census process plus address questions and concerns.

Future Events

Several events remain. Participation in the 2010 Census will be promoted through Utility Bill inserts from the City of Plano in November 2009 and February 2010. Committee members will be speaking with various community organizations and with Plano Profile Magazine about the 2010 Census. Upcoming events where volunteers are needed along with ideas on participation include:

- Plano African American Fun Run - Saturday, November 21
 - Time 10:00 a.m. to 3:00 p.m. - need volunteers

- Early Lions Club Christmas Parade - Saturday, December 12
- Martin Luther King Day celebrations - Saturday and Monday, January 16 and 18, 2010
- Speakers Bureau speaking engagements - January through March 2010
- Plano Live Green Expo - Saturday, April 17, 2010

RECOMMENDATION:

Recommended that the committee provide staff direction on volunteers for the Fun Run, Christmas Parade, and Martin Luther King Day celebrations.