

**2010 CENSUS COMPLETE COUNT COMMITTEE
 PLANO MUNICIPAL CENTER
 1520 K AVENUE
 January 12, 2010**

ITEM NO.	EXPLANATION	ACTION TAKEN
1	Call to Order/Pledge of Allegiance	
2	Approval of Minutes for the November 10, 2009, and December 10, 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: Update on Technical Activities - Steve Sims	
5	Discussion & Direction: Future Promotional Activities - Wendy Jorgensen and Steve Sims	
6	Items for Future Agendas and Determination of Future Meeting Dates: February 9, 2010, meeting and subcommittees - Steve Sims 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.

MEMORANDUM

Date: January 4, 2010
To: 2010 Census Complete Count Committee
From: Steve Sims, Senior Planner
Subject: 2010 Census Complete Count Committee January 12, 2010 Meeting

The next meeting for the 2010 Census Complete Count Committee will take place on **Tuesday, January 12, 2010**, 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 and **will require a quorum**. Topics for the meeting discussion include:

- Approval of the November 10, 2009, and December 10, 2009 minutes
- Update on technical activities
- Update on promotional activities

Attached is the informational packet for the January 12, 2010, 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

CITY OF PLANO

2010 Census Complete Count Committee

January 12, 2010

Agenda Item No. 4

Discussion: Update on Technical Activities

DESCRIPTION:

Discussion regarding update on technical activities for the 2010 Census.

REMARKS:

There are two components for preparing the City of Plano for the 2010 Census. The first is the promotional aspect which the Plano 2010 Census Complete Count Committee is responsible for doing. The second is the technical work on the census – preparing data on existing households to ensure every home in Plano receives a census form questionnaire.

The City of Plano has been involved in three projects with the Census Bureau: the Local Update of City Addresses; New Housing Report; and the Boundary Annexation Survey. The following is a status for each project as of January 4, 2010.

Local Update of City Addresses (LUCA)

The LUCA program involves building a database of all residential addresses in city style format (house number, street name, unit number, city and zip code). The city began preparation for this project in 2008 and submitted an address list with almost 104,000 addresses by November of that year. The Census Bureau sent staff out during the summer 2009 to verify the list. They provided a response to the city in November of 2009. The response included a list of 5,191 addresses the bureau either did not accept (mostly due to duplication) or rejected. The city reviewed the list and asked the Census Bureau to reconsider the acceptance of 1,292 addresses. This request was submitted to Washington, D.C. on December 4, 2009. There was concern of meeting the deadline imposed by the Bureau, however, they extended the review period from 30 to 45 days and Plano's submission was well within the amended time frame. As of January 4, 2010, there has been no feedback from the Census Bureau regarding the list. Since Plano participated in the LUCA program, the city may challenge the population figure when released in 2011 or 2012 should the city disagree with the bureau's numbers. Should the bureau not reconsider the list of homes submitted by the city, there are

almost 1,300 housing units that would not have been counted resulting in an approximate differential of 3,900 people.

New Housing Report

The City of Plano submitted 180 new homes permitted in 2008 and 2009 which should be built and occupied by April 1, 2010. This list was submitted on December 17, 2009, to the Census Bureau's Dallas Regional Office. On December 18, 2009, The city received verification from the Census Bureau the list was received and they did not have any questions regarding the data at that time.

Boundary Annexation Survey

The Census Bureau sends out maps showing all of Plano's streets and city boundaries for staff review each year. Staff reviewed the maps and added some new streets and provided minor adjustments to Plano's boundaries. The data was returned to the Census Bureau's geography office in Jeffersonville, Indiana on December 29, 2009. The due date was March 1, 2010, and it may be too early for staff to receive feedback on the data.

RECOMMENDATION:

No action required.

CITY OF PLANO

2010 Census Complete Count Committee

January 12, 2010

Agenda Item No. 5

Discussion & Direction: Future Promotional Activities

DESCRIPTION:

Discussion and direction regarding future promotional activities.

REMARKS:

The 2010 Census Complete Count Committee has several more events and projects which must be completed by May 1. The events and projects are as follows:

- Martin Luther King (MLK) Day Health Fair, Monday, January 16, 2010;
- City Council Proclamation to dedicate February 2010 as "2010 Census Month" at the February 8 City Council meeting;
- Utility Bill insert, February 2010;
- Chinese New Year Celebrations, February 2010;
- Speakers Bureau, February through April 2010;
- Public Service Announcement, March 2010; and
- Live Green Plano Expo, April 17, 2010.

Volunteers and details pertaining to the MLK Day Health Fair will be discussed at the meeting. The event runs from 11:00 a.m. to 3:00 p.m. on Saturday, January 16, 2010, at the Douglass Community Gymnasium. Currently we have volunteers for the 11:00 a.m. to 1:00 p.m. shift and need to confirm commitments for the 1:00 p.m. to 3:00 p.m. shift.

Wendy Jorgensen, Senior Public Information Coordinator has written a proclamation for City Council to declare the month of February as "2010 Census Month" in order to raise awareness among Plano residents to participate in the 2010 Census. The Council will consider the proclamation at the Monday, February 8, 2010, meeting. The proclamation is attached to the staff report for the committee's consideration. It is important to have as many committee members present at the Council meeting which will start at 7:00 p.m. in the City Council Chambers. Ms. Jorgensen is also working on the utility bill insert for February 2010.

The manager of the Asia World Market has agreed to allow the Plano 2010 Census Complete Count Committee to put posters in retail businesses at the market. We would like to get the posters up before the Chinese New Year celebrations which begin in mid-February.

Ms. Jorgensen completed work on the Speakers Bureau list and letters were mailed out on January 6, 2010. Speaking engagements may be booked during January through March, 2010 by contacting organizations responding to the letters and inviting the committee to come speak about the 2010 Census. Ms. Jorgensen will begin work on the Public Service Announcement for Plano Television Network.

The Live Green Plano Expo will take place on Saturday, April 17, 2010. This will be a volunteer intensive event; therefore if you would like to recruit assistance from other organizations (such high school students looking for volunteer hours) this would be a good opportunity to do so. This event will be different from our past efforts. We will ask people if they have filled out their census forms and encourage those to do so who said no. This will be our last promotional event.

Staff would like to thank committee members who participated in the Plano Profile magazine article on the 2010 Census. The article appeared in the January issue. The magazine is distributed to over 50,000 households in Allen, Frisco, and Plano.

Staff encourages committee members to continue promoting the 2010 Census at events the city may not be aware of at this time.

RECOMMENDATION:

Recommended that the committee provide staff direction regarding volunteers for the Martin Luther King Day Health Fair and Live Green Expo; provide feedback pertaining to the proclamation; and availability to participate in the Speakers Bureau.