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**MEMORANDUM**

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**Date:** February 22, 2010  
**To:** 2010 Census Complete Count Committee  
**From:** Steve Sims, Senior Planner  
**Subject:** 2010 Census Complete Count Committee March 2, 2010 Meeting

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The next meeting for the 2010 Census Complete Count Committee will take place on **Tuesday, March 2, 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 and **will require a quorum**. Topics for the meeting discussion include:

- Approval of the February 9, 2010 minutes;
- Update on future promotional events; and
- City Council report.

Attached is the informational packet for the March 2, 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

March 2, 2010

### Agenda Item No. 4

#### Discussion & Direction: Future Promotional Events

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##### **DESCRIPTION:**

Discussion and direction regarding future promotional events.

##### **REMARKS:**

The 2010 Census Complete Count Committee is half way through the list of promotional events which must be completed by May 1, 2010. The remaining events and projects are as follows:

- Public Service Announcement, March 2010;
- Collin County Gay and Lesbian Alliance, March 5;
- Speakers Bureau, Greater Plano Kiwanis Club, March 9;
- Speakers Bureau, Collin County Genealogical Society, March 10;
- Unidos, Plano Police Department, March 15;
- Speakers Bureau, Daughters of the American Revolution, March 18; and
- Live Green Expo, April 17, 2010.

The Live Green Expo will be a volunteer intensive event. Attached to this report is a spreadsheet with volunteer work shifts to man the booth for committee members to review and decide which times they can serve. If there are other organizations the committee is familiar with who could provide volunteers (such as students seeking community service hours), please contact them and see if they would like to participate in the event. Staff will meet with the volunteers outside the committee and train them about the 2010 Census and their responsibility during the service time. Staff continues to encourage committee members to promote the 2010 Census at events the city may not be aware of at this time.

##### **RECOMMENDATION:**

Recommended the committee provide staff direction regarding availability of participation at promotional events.

# CITY OF PLANO

## 2010 Census Complete Count Committee

March 2, 2010

### **Agenda Item No. 5**

#### **Discussion & Direction: City Council Report**

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#### **DESCRIPTION:**

Discussion and direction regarding the final report to City Council.

#### **REMARKS:**

The work of the 2010 Census Complete Count Committee will be finished by May 1, 2010. At the conclusion of service, the committee will prepare and present a report to the City Council regarding its past activities and accomplishments pertaining to promoting participation in the 2010 Census to Plano residents and businesses. The report will contain the following information:

- Plano's mail return rate;
- Summary of activities;
- City funds budgeted and expended;
- Suggestions for the 2020 Census.

Preliminary discussion regarding the City Council Report was held during the February 9 Plano 2010 Census Complete Count Executive Committee meeting. Committee members suggested each subcommittee could submit a one page report summarizing their activities along with success stories and suggestions for the 2020 Census. Staff would summarize the information into a single report and develop a presentation for the committee chair to present to the City Council.

#### **RECOMMENDATION:**

Recommended the committee provide staff direction regarding the format, information contained, and the logistics of the presentation of the City Council Report.

### Live Green Expo Sign Up Sheet

| Volunteer Shift          | 1ST Volunteer | 2ND Volunteer |
|--------------------------|---------------|---------------|
| 7:45 a.m. to 10:00 a.m.  | Steve Sims    |               |
| 10:00 a.m. to 12:30 p.m. |               |               |
| 12:30 p.m. to 3:00 p.m.  |               |               |
| 3:00 p.m. to 5:00 p.m.   |               |               |
| 5:00 p.m. to 7:00 p.m.   |               |               |
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