

NOTICE OF MEETING

2010 CENSUS COMPLETE COUNT COMMITTEE

PLANO MUNICIPAL CENTER
1520 S. K AVENUE,
MARCH 10, 2009– 5:00 P. M.
SCHEDULED REGULAR MEETING
TRAINING ROOM A

AGENDA

1. CALL TO ORDER /PLEDGE OF ALLEGIANCE
2. INTRODUCTION OF COUNCIL LIAISONS, CENSUS BUREAU STAFF, CITY STAFF, AND COMMITTEE MEMBERS
3. 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.
4. OVERVIEW OF CENSUS
5. DISCUSSION AND DIRECTION – COMMITTEE PURPOSE, RESPONSIBILITIES, OUTREACH PLAN, AND WORK SCHEDULE
6. STAFF RESOURCES AND INVOLVEMENT
7. ITEMS FOR FUTURE AGENDAS AND DETERMINATION OF FUTURE MEETING DATES
8. ADJOURNMENT

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ACCESSIBILITY STATEMENT

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MEMORANDUM

Date: March 3, 2009
To: 2010 Census Complete Count Committee
From: Steve Sims, Senior Planner
Subject: March 10 Meeting

I would like to welcome all of you to the 2010 Census Complete Count Committee. Thank you for volunteering to serve and help the City of Plano reach out to our residents and encourage them to participate in the 2010 Census process. Our first meeting on Tuesday, March 10 will be a time of introductions. The committee members, city staff, and City Council liaisons will get to meet each other at the meeting. We will meet Participation Specialist Ernest Pickens from the Early Local Census Office in Plano as well. The meeting will also provide an opportunity to discuss the Census' impact on the community; learn more about the Complete Count Committee program and the value that each of you can bring to the process; and establish a schedule and priorities for upcoming meetings.

The 2010 Census is important for all of us. It provides people an opportunity to be counted. Demographic data from the census allows local, state and federal governments to learn about their constituents and provide government services the local population needs. The attached report "Plano Demographic Profile – 1980, 1990 and 2000 Comparison" is an example of analysis of demographic information and changes in Plano's population from the 1980, 1990 and 2000 Censuses.

Please review the 2010 Census Complete Count Committee Strategic Framework, Outreach Plan and Preliminary Work Schedule and identify any questions or suggestions that you might have. Also, please be thinking about the best days and times to meet as a committee. We will consider your input for future meeting dates and times.

I look forward to meeting each of you on Wednesday, March 10. If you are unable to attend, please let me know by telephone (972-941-7669) or by e-mail at stevesi@plano.gov

CC: Jean Callison, Mayor Pro Tem
Pat Miner, Council Member
Ernest Pickens, Participation Specialist, U.S. Census Bureau
Phyllis Jarrell, Planning Director
Jeff Zimmerman, Long Range Planning Manager
Wendy Jorgensen, Senior Public Information Coordinator

Agenda Item #2 – Introductions

The first part of the meeting will be dedicated to the introduction of committee members, council liaisons, census bureau staff, and city staff. The format of the introductions will be as follows:

1. Welcome remarks from City Council Liaisons to the 2010 Census Complete Count Committee
 - Jean Callison, Mayor Pro Tem
 - Pat Miner, Council Member
2. Introduction of Census Bureau Staff
 - Ernest Pickens, Partnership Specialist
 - Census 2010 Video
3. Introduction of city staff and committee members
 - Jeff Zimmerman, Long Range Planning Manager
 - Steve Sims, Senior Planner
 - Wendy Jorgensen, Senior Public Information Coordinator
 - 2010 Census Complete Count Committee Members

Agenda Item #3 – 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 not 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.

Agenda Items #4A – Census Overview

Purpose

The U. S. Census Bureau conducts a census of the nation's population every ten years. The census is mandated in the U. S. Constitution to ensure equal representation of the population in congress.

Decennial Census

The census is conducted by way of questionnaire surveys delivered through the mail to all households in the United States. From 1940 through 2000, the questionnaire survey arrived in two formats. The first and most common format was the short form questionnaire. By 2000, the form was sent to five in six households asking questions regarding:

- Total population present at the household
- Age
- Race and ethnicity
- Household tenure

The second format was the long form questionnaire. The survey was sent to one in six households during the 2000 Census. It included the questions asked on the short form along with information such as:

- Educational attainment
- Ancestry
- Mobility
- Nativity
- Occupation
- Household income
- Travel to work
- Household utilities
- Number of housing units in structure

If no response was received by the U. S. Census Bureau from the initial mailing of the survey, census takers were sent out to interview non-responders and complete the questionnaires.

Compilation of information from survey questionnaires was a long process with demographic data released within two to three years of the census. By the middle of the decade, most of the data had become obsolete. Census data for fast growing areas of the nation were no longer useful in describing the current population. Local government organizations and businesses wanted current demographic data released on a more frequent basis. This desire gave way to the creation of the American Community Survey.

American Community Survey

The American Community Survey (ACS) will replace the long form questionnaire for the 2010 Census. Only the short form will be used. All of the same questions found in the long form are replicated in the ACS questionnaire. However, there are some differences:

- ACS can arrive in the mail any time of the year between censuses
- ACS is delivered to 3 million households each year (1 in 37 as compared with 1 in 6)
- Follow ups with ACS are completed through phone interviews and not a visit from a census taker

ACS data has been provided on an annual basis since 2002. However, there have been issues regarding data consistency and margin of error. In 2008, the Census Bureau made

an attempt to address consistency issues by way of introducing survey results in two formats – the one year and three year estimates.

The one year estimates are for places with populations greater than 65,000 people and provide information that is current as of the following year. For example, ACS data released in 2008 was from 2007. The three year estimates are an average of three years of surveys. For example, the data released in 2008 was a three year average from surveys completed in 2005, 2006, and 2007. The three year estimates are a year older (data from 2006), however, the margin of error of the information is cut in half. Three year estimates are for all places with a population greater than 20,000 people. In 2010, a five year average will be released (data from 2005 through 2009). This information will be for all places in the United States under 20,000 in population and will include census tracts.

2010 Census Complete Count Committee Responsibility

Participation in the 2010 Census process by Plano residents is the primary goal of the committee. However, it is important to know about the American Community Survey as it is possible in 2010 to receive the short form along with the ACS questionnaire. The data received from both forms are critical for demographic analysis that could provide services and federal funding for programs that can improve Plano residents' quality of life.

The 2010 Census will be easier as people will only receive the short form questionnaire. It is safe to fill out the survey and the ACS questionnaire and return the information to the Census Bureau. Information provided is confidential. Individual information disclosed by a census official is a criminal offense and will lead to time in prison along with fines. The only information released from the Census Bureau from the survey questionnaires is an aggregate of the data.

Agenda Item #4B – Report using Census Data

Plano Demographic Profile 1980, 1990 and 2000 Comparison

Introduction

This document is a demographic comparison of the City of Plano based on the results from the 1980, 1990 and 2000 Censuses. This demographic comparison will be broken into four sections: population characteristics, housing characteristics, social characteristics and economic characteristics. These sections will be further broken down into different categories with discussion of trends and display of statistical data.

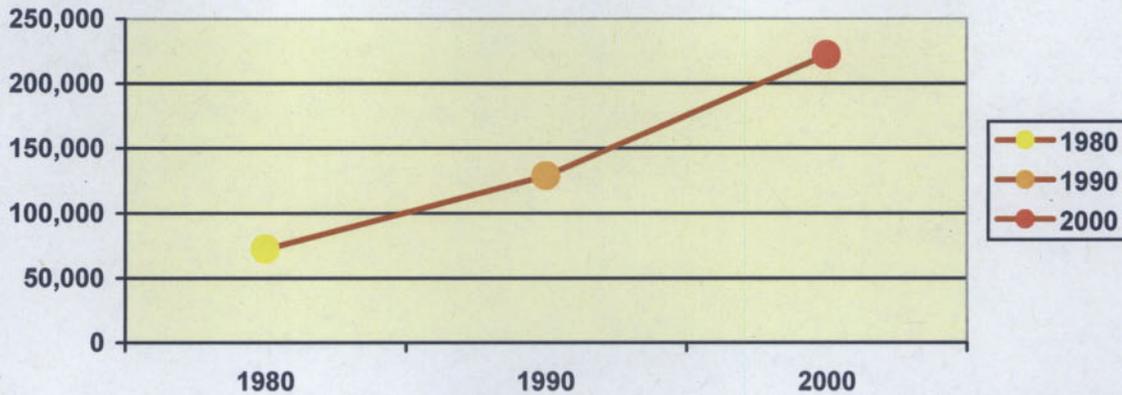
Population Characteristics

This section concentrates on demographic issues related to population growth, gender, age, ethnicity and racial distribution.

Population Growth, 1980 to 2000

Plano's population was 72,331 people in 1980. This figure grew by 77.9 % to 128,713 in 1990. The population increased by 72.5 % between 1990 and 2000. The Census Bureau counted the City's population at 222,030 people in 2000. In actual numbers, the average annual growth from 1980 to 1990 was 5,638 people per year as compared with 9,332 people per year between 1990 and 2000.

Figure 1
Population Growth
1980 to 2000



Source: US Census Bureau

Gender Distribution

The Gender Distribution is the one demographic characteristic of Plano that has not changed very much over the last 20 years. As can be seen below, the percentage of the population that is male or female has been close to 50% over the past three censuses. Males were a slight majority of the population in 1980 while Females retained that statistic for the 1990 and 2000 Census periods.

1980	50.1% male, 49.9% female
1990	49.9% male, 50.1% female
2000	49.8% male, 50.2% female

Age Distribution

All age groups saw increases in the number of people from the 1980, 1990 and the 2000 Census. However, the distribution of the Plano's population in different age categories has changed. The percentage of the City's population aged 5 to 19 years decreased from 30.5 % in 1980 to 24.5% in 1990 and 22.6% in 2000. However, the percentage of people aged 45 to 54 years increased from 7.0% in 1980 to 12.3 % in 1990 and 15.4% in 2000. These trends are readily visible in Figure 2.

The number of people aged 65 years was over five times as large in 2000 than in 1980. There were 1,945 people aged 65 years and older as compared with 4,577 in 1990 and 10,911 in 2000. The median age of Plano residents increased from 27.4 years in 1980 to 31 years in 1990 and 34.1 years in 2000. The general trend that has been established is an increasingly older population for the City. This is a trend that is not only common to the City of Plano, but also found in communities throughout the United States, Canada, Australia and western Europe.

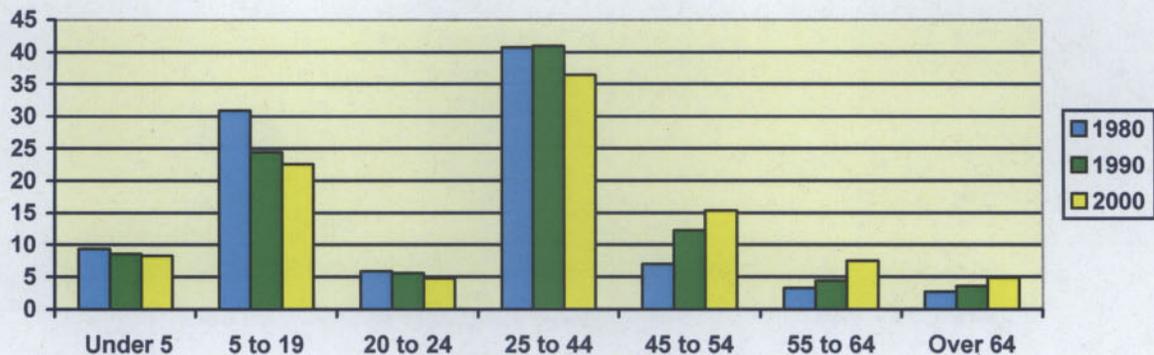
Table I

**Age Distribution
1980, 1990, 2000
Actual Number and Percent of Total Population**

Age Group	1980		1990		2000	
Under 5 years	6828	9.4	11061	8.6	18379	8.3
5 to 19 years	22349	30.9	31588	24.5	50226	22.6
20 to 24 years	4281	5.9	7253	5.6	10639	4.8
25 to 44 years	29494	40.8	52685	41.0	81119	36.5
45 to 54 years	5071	7.0	15832	12.3	34182	15.4
55 to 64 years	2363	3.3	5717	4.4	16574	7.5
Over 64 years	1945	2.7	4577	3.6	10911	4.9
Median Age	27.4 years		31.0 years		34.1 years	

Source: US Census Bureau

**Figure 2
Age Distribution
1980, 1990, 2000
In Percent**



Ethnicity and Racial Distribution

Another common trend occurring throughout the United States is ethnic diversification. Plano is no exception. There was an increase in numbers for all minority groups within the City over the past twenty years. This has led to a more diverse population for the

2000 Census as opposed to results from 1980 and 1990. In 1980, 91.5% of the City's population identified themselves as being "White". This figure dropped to 85.4% in 1990 and 72.8% in 2000. Despite the drop in percentage, the actual number of people identifying themselves as "White" increased from 66,220 in 1980 to 109,947 in 1990 and 161,543 in 2000.

The actual number of people identifying themselves as "Asian" increased by almost five times between 1990 and 2000 as compared with three times for "Hispanic" and two times for "African Americans".

A new feature appeared on the race question for the 2000 Census. People had an opportunity to identify themselves as being a member of two or more races. Only 1.6% of Plano's population chose this option.

The ethnic and racial distribution of people in the City of Plano for the 1980, 1990 and 2000 Censuses is shown in Table 2 and Figure 3. There is an important note about the information shown in the table and the graphic. The term "Hispanic" refers to ethnicity, not race. People of "Hispanic" origin can be of any race.

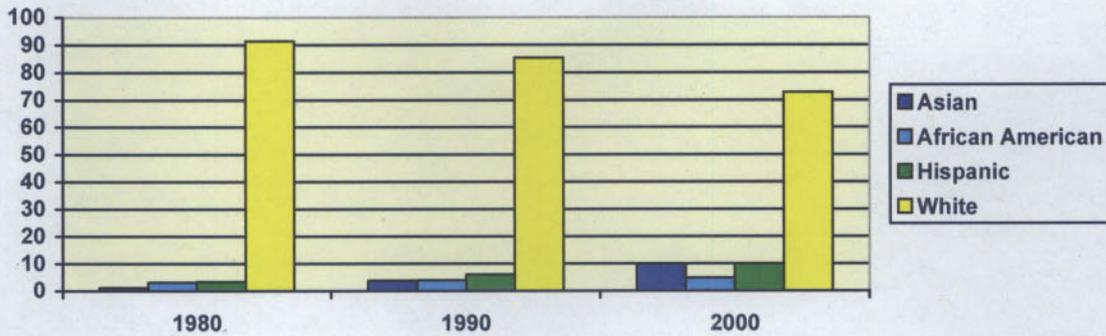
Therefore, the table and graphic in this report show the racial distribution of people of non-Hispanic origin along with the number of people who identify themselves as Hispanic. This allows for the percentages from each Census to add up to 100% and a more accurate representation of the race and ethnicity of the people of Plano.

Table 2
Ethnic and Racial Distribution
1980 to 2000
Actual Number and Percent of Total Population

Race/Ethnicity	1980		1990		2000	
Asian	841	1.2	4946	3.9	22518	10.1
African American	2353	3.2	5228	4.1	10989	5.0
Hispanic	2524	3.5	8019	6.2	22357	10.1
Native American	197	0.3	392	0.3	655	0.3
Other Race	190	0.3	86	0.1	317	0.1
Pacific Islander	6	0.0	45	0.0	89	0.0
White	66220	91.5	109947	85.4	161543	72.8
Two or more races	-	-	-	-	3562	1.6

Figure 3

**Ethnic Distribution Comparison of Selected Groups
1980, 1990, 2000 in Percent**



Source: US Census Bureau

Housing Characteristics

The number of housing units, household size and occupancy, household tenure, value of housing and mobility are the topics discussed in this section.

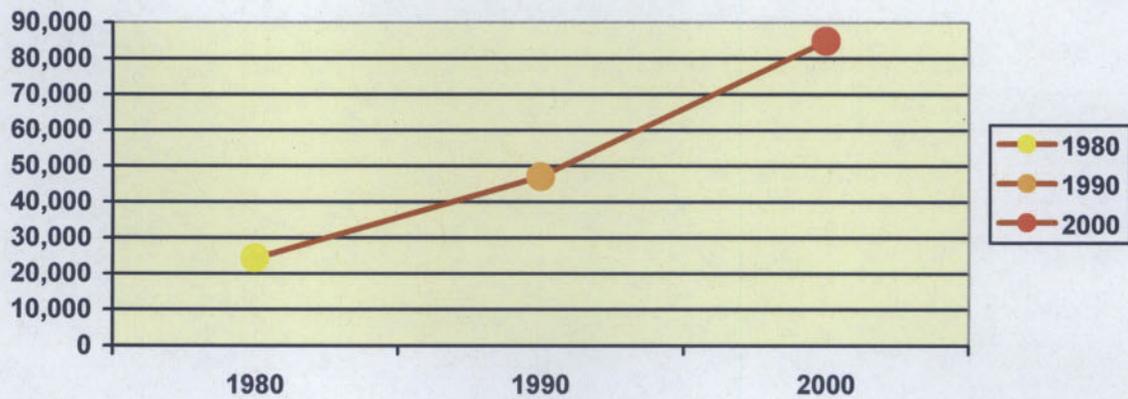
Growth of Housing Units

The growth rate of housing units in Plano was 95% between 1980 and 1990 and 82% between 1990 and 2000. Despite a smaller growth rate for the time period between the 1990 and 2000 Censuses, the actual number of new housing units built was the largest increase in the City's history. The total housing unit numbers increased as follows:

1980	24,261
1990	47,370
2000	86,078

Another interesting fact is that almost 75 % of all housing structures were built in Plano from 1980 to 2000. This means that the majority of the City's housing stock is less than twenty years old.

Figure 4
Housing Growth
1980 to 2000



Source: US Census Bureau

Household Size and Occupancy

There were two interesting trends that occurred in regard to household characteristics over the past twenty years. One trend follows a national pattern of household size. The other seems to be related to community maturity.

The average persons per household figures have decreased in Plano. There were 3.24 persons per household in the City in 1980. This figure decreased to 2.89 in 1990 and 2.73 in 2000. This is another trend that is occurring throughout the United States.

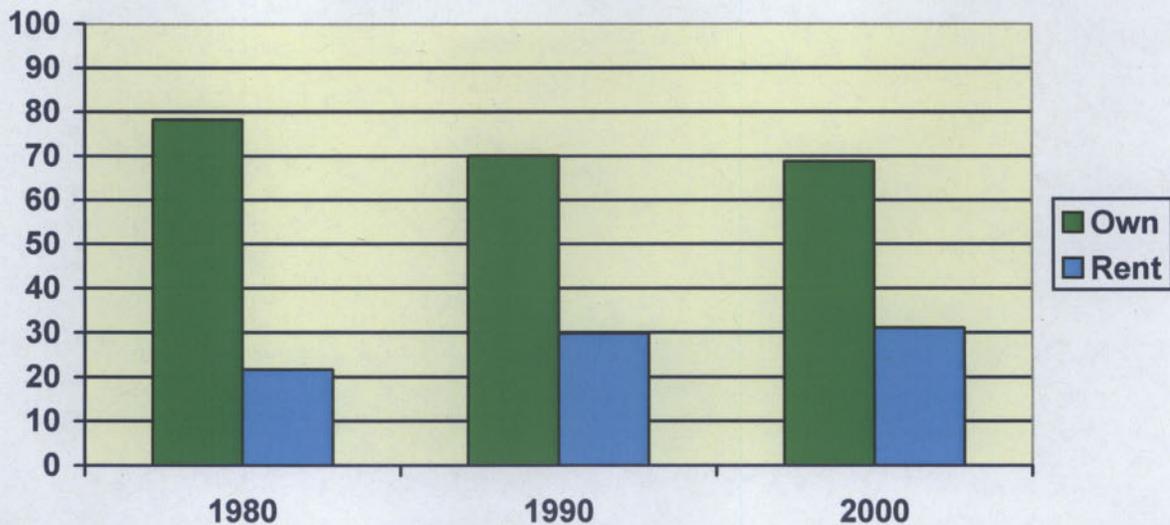
The second trend in housing characteristics seems to be a rather local phenomenon. As Plano matures, the occupancy rate of housing units is increasing. The results of the 1980 Census revealed that the occupancy rate of housing units was 91.6%. The occupancy rate increased to 93.6% in 1990 and 94% in 2000.

Household Tenure

Household tenure in Plano has been decreasing over the last 20 years. In 1980, 78.3% of all occupied housing units were owner occupied. This number decreased to 70.1% in 1990 and 68.8% in 2000. However, this figure is similar to the homeownership rate for Collin County (68.6%) and greater than the figure for the State of Texas (63.8% and the United States (66.2%).

Figure 5

Household Tenure
1980, 1990, 2000



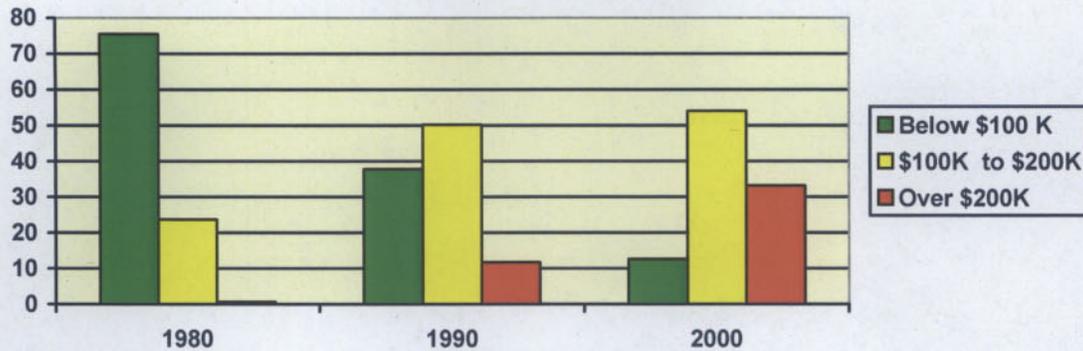
Source: US Census Bureau

Value of Housing

The median value of housing in Plano has increased. The median value of a house in Plano was \$80,200 in 1980. The figure grew by 42.3% to \$114,100 in 1990 and another 42.2% to \$162,300 in 2000. The median value of housing in Plano increased below the rate of inflation between 1980 and 1990 and above the rate of inflation between 1990 and 2000.

The distribution of housing based on value has changed significantly between 1980 and 2000. In 1980, 75.5% of all housing units in Plano were valued under \$100,000. That percentage dropped to 37.9% in 1990 and 12.7% in 2000. In contrast, the percentage of housing units with values over \$200,000 has greatly increased. Only 0.7% of all housing units had a value over \$200,000 in 1980. That figure rose to 11.8% by 1990 and to 33.2% in 2000.

Figure 6
Distribution of Housing Value
1980, 1990, and 2000



Source: US Census Bureau

Mobility

This is a statistic that describes where people aged five years and older were living five years before the date of the Census. It states how many people are staying in the community and where people moving in are coming from. In 1980, only 25.1% of the population aged five years and older were living in the same house five years ago within Plano. This figure increased to 40.1% in 1990 and fell slightly to 39.7% in 2000. Most people moving to Plano between the 1970 and 1980 Census were either from within the State of Texas or from another state. By 1990, most people coming to Plano were from within Texas. This trend held true for 2000. However, the number of people coming to Plano from other nations increased by almost four times in 2000 (10,875) than in 1990 (2,840). The 2000 statistic is almost 10 times that for 1980 (1,116).

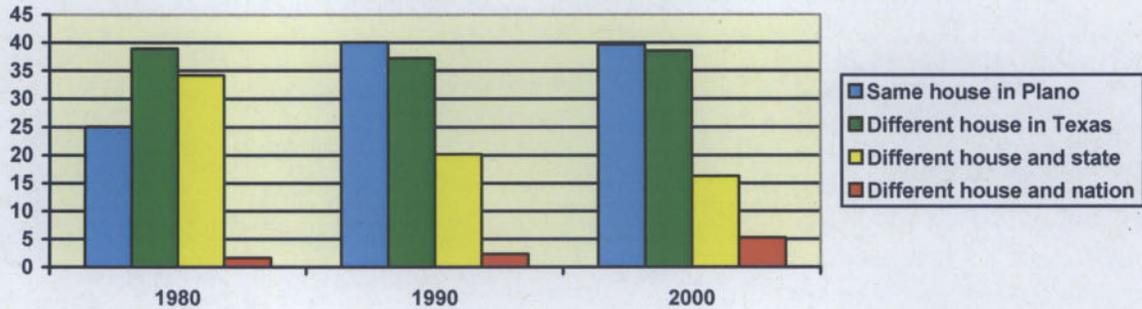
Table 3

Place of Residence 5 years before Census
People Aged 5 years and Older
1980, 1990 and 2000

Place of Residence	1980		1990		2000	
	Number	Percent	Number	Percent	Number	Percent
Same house in Plano	16,460	25.1	47,185	40.1	81,028	39.7
Different house in Texas	25,609	39.0	43,802	37.3	78,841	64.1
Different house in USA	22,448	34.2	23,786	33.8	33,301	27.1
Diff. house and nation	1,116	1.7	2,840	4.0	10,875	8.2

Figure 7
Mobility Distribution in Percent
1980, 1990, and 2000

Source: US Census Bureau



Social Characteristics

Social Characteristics shall focus on demographic issues relating to marital status, the number of parents present in a household with children under age 18, educational attainment of adults aged 25 years and older and the primary language spoken within a household.

Marital Status

This is a statistic that determines how many adults over the aged 15 years and older have never married, are married, separated, widowed or divorced. The percentage of people married in 1980 (72.4%) declined to 66.9% in 1990 and remained steady in 2000 (66.5%). The percentage of people never married increased from 18.4% in 1980 to 21.3% in 1990. This figure remained fairly constant for 2000 (21.1%). The percentage of people aged 15 years and older who were separated (1.1 to 1.3%) or widowed (2.7 to 2.9%) remained mostly the same from 1980, 1990 and 2000. However, the percentage of people who are divorced has increased. This figure stood at 5.4% in 1980 and increased to 7.6% in 1990 and 8.4% in 2000.

Parental Presence

Parental presence states how many households that have children under the age of 18 years have two parents present, or headed by one parent and the sex of that single parent. The percentage of children under 18 years of age living in households with two parents present has declined in Plano. That figure was 89.7% in 1980 compared with 85.4% in 1990 and 84.8% in 2000.

Agenda Items #5A and #5B – Strategic Framework

**CITY OF PLANO
2010 CENSUS COMPLETE COUNT COMMITTEE
STRATEGIC FRAMEWORK
(March 2009)**

PURPOSE:

The 2010 Census Complete Count Committee shall develop and implement a local education and awareness program that reaches out to Plano's diverse population to encourage responses to the upcoming census survey.

MESSAGE:

In partnership with regional and local offices of the U.S. Census Bureau, the City of Plano is committed to informing its residents of the following key factors relating to participation in the 2010 Census:

- 1. Elected Representation** – Plano's share of elected members to the U.S. and Texas House of Representatives depends on the population derived from each ten-year census count. Plano's City Charter also provides the creation of four Council District boundaries based on population.

- 2. Funding Allocations** – Census demographic data is critical in the evaluation of individual grant applications and in the general distribution of federal and state funds at the regional and local levels. Since these funds support and supplement many of the City's services and programs, an accurate census count impacts the quality of life of all Plano residents. Accurate demographic information is also used to determine the most effective and efficient use of local revenues from property taxes, sales taxes, fees, and other revenue sources.

- 3. Confidentiality** – All census information about individual persons or households is strictly confidential and cannot be shared with any other governmental or private entity or individual. Any employee of the U.S. Census Bureau or anyone acting on its behalf who discloses confidential information within 72 years of the census count is subject to criminal prosecution.

ORGANIZATION:

- 1. Appointments** – The Mayor shall appoint the Chair and Vice Chair of the 2010 Census Complete Count Committee. The remaining members shall be recruited by City staff and shall represent a broad range of backgrounds, experiences, and capabilities in support of the Committee's purpose. The Mayor may also appoint two or more members of the City Council to serve as Council Liaisons to the 2010 Census Complete Count Committee. The Liaisons shall be the direct contacts for the Committee's Chairperson and Vice Chairperson on matters requiring the City Council's input or direction.
- 2. Size** – The Committee may have up to 24 members as needed to adequately represent the community and effectively comprise subcommittees.
- 3. Subcommittees** – Upon acceptance of a general work program by the Complete Count Committee and its Council Liaisons, the Chairperson may appoint subcommittees to increase efficiency and effectiveness. The Chairperson shall also appoint chairs for each subcommittee.
- 4. Executive Committee** – An executive committee consisting of the Chair, Vice Chair, and all subcommittee chairs shall be formed to ensure coordination and consistency. The Executive Committee will help determine agenda content for upcoming meetings.
- 5. City Staff** – The Long Range Planning Manager shall coordinate the utilization of staff and other resources. Another member of the Long Range Planning Division will act as the primary staff contact and resource for the committee. The Public Information Department will also assign a staff person to regularly participate in committee meetings and activities, and coordinate the creation and production of promotional materials. In addition, a staff team comprised of the above individuals plus representatives of the Neighborhood Services Division, Property Standards Department, Police Department, and other areas will facilitate technical support for the committee.

PRIMARY RESPONSIBILITIES:

- 1. Knowledge Base** – Through training and interaction with Census Bureau and City staff, the Committee shall become informed and conversant in the basic census process and the potential impacts of the 2010 Census on Plano and its residents. In turn, the knowledge, experience, and insights of

individual members will be essential for developing successful outreach programs to connect with various segments.

- 2. Work Schedule** – The committee shall work with staff to develop and update a Work Schedule to effectively and efficiently coordinate activities and utilize available resources. It should include timelines, responsibilities, and expectations for planning and implementation. It will be the basis for establishing subcommittees and should be consistent with available resources. The Work Schedule should be reviewed and accepted by the Council Liaisons.
- 3. Outreach Plan** – The committee shall work with staff in preparing an Outreach Plan defining both general and focused approaches to promote the 2010 Census and encourage all Plano households to return their completed questionnaires. It should include specific approaches for connecting with and informing population groups within the community about the census and the importance of participating in the process. The committee will be responsible for implementing the plan, monitoring its effectiveness, and making needed adjustments. The Outreach Plan shall also be reviewed and accepted by the Council Liaisons.
- 4. Final Report** – Upon completion of its primary responsibilities, the committee shall submit a report to the City Council describing its work activities and accomplishments. The report should identify those procedures, organizational elements, resources, and other components of the process that were most and/or least effective. If a 2020 Census Complete Count Committee is established, this report will serve as a helpful starting point.

5. Resource Utilization

- **Financial Resources** - Committee members are not expected to contribute personal resources other than time to the process. City staff will work with local and regional offices of the U.S. Census Bureau to obtain information, promotional materials, and other resources that can be used for distribution and presentation purposes. Financial support from the City may be provided when available resources do not effectively accommodate local outreach efforts.
- **Staff Resources** – Assigned staff members will attend scheduled committee and subcommittee meetings, conduct research, prepare documents, and provide assistance related to their areas of expertise.

There may also be opportunities to utilize participants from the City's Volunteers in Plano program (VIP). Adequate advance notice will be needed so staff may work with the VIP Coordinator to identify the skills required to complete a task, along with the necessary time commitment.

6. Committee Member Activities

- **Meetings** – Members should attend all meetings of the full committee and subcommittees to which they are assigned. The Committee Chairperson, Vice Chairperson, and the chairpersons of any subcommittees should attend meetings of the Executive Committee. Special meetings may also be arranged that require the attendance of individual members, staff, and representatives from other organizations to discuss implementation approaches.
 - **Presentations** – Some members may become part of a speakers' bureau. They will be called upon to assist staff with presentations to civic and cultural organizations. The Chairperson and Vice Chairperson may be asked to periodically update the City Council on the committee's work activities and accomplishments.
 - **Special Events/Workshops** – The committee may identify special events such as festivals, parades, and other gatherings where the 2010 Census can be promoted and published materials can be distributed. The committee may wish to develop and conduct workshops or other special events of its own to explain the census process to general and targeted groups of residences.
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Agenda Item #5C – Preliminary Outreach Plan

**CITY OF PLANO
2010 CENSUS COMPLETE COUNT COMMITTEE**

**OUTREACH PLAN
(Preliminary Outline)**

PURPOSE

1. Define an approach for informing and educating the public in general about the 2010 Census Count 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. **Census Bureau Resources** (Staff) - 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,
2. **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.
3. **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
- 4. Public Gathering Places (All 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 or other public agency to arrange for posters, displays, or other ways of disseminating information
- 5. Private Gathering Places (Business, Institutional, & Community Base 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.
- 6. 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, as well.
 - ◆ 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 and 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)

- 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, intermediaries (i.e. - gathering places, special events, retailers, employers, education entities etc.), 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.
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Agenda Item #5D – Preliminary Work Schedule

See attached file entitled "2010 CCC Work Schedule 022009.doc"

2010 Census Complete Committee Preliminary Work Schedule (2/09)

Step	Activity	Description	Results	Responsible	Timeline
1	Orientation/Training	<p>Introduce members & staff, learn backgrounds.</p> <p>Summarize Census, data derived & how it's used.</p> <p>Define committee purpose & responsibilities.</p> <p>Establish goals & expectations.</p>	<p>Teambuilding</p> <p>Understanding</p> <p>Basis for proceeding</p>	<p>Chair, V. Chair</p> <p>CC Liaisons</p> <p>Staff</p>	3/09-4/09
2	Target Identification	<p>Identify population groups likely to be undercounted.</p> <p>Note most probable locations for each group.</p> <p>Identify possible communication approaches.</p> <p>Form subcommittees, define roles.</p>	<p>Initial "game plan"</p> <p>Structure</p>	<p>Full Committee</p>	3/09-4/09
3	Outreach Plan	<p>Define the message and who needs to hear it.</p> <p>Evaluate Bureau's outreach program/resources.</p> <p>Identify gaps and areas needing more focus.</p> <p>Review programs in other cities (regional group?)</p> <p>Identify local approaches & compare to resources.</p> <p>Prioritize activities, responsibilities, timing, & costs.</p>	<p>Implementation</p> <p>steps/assignments</p> <p>Resource priorities</p>	<p>Subcommittees</p> <p>Full Committee</p> <p>Staff</p>	3/09-6/09
4	Initial Equipment & Materials Acquisition	<p>Identify & obtain equipment for displays & presentations</p> <p>Order/acquire Bureau's materials for 1st phase of advertising & promotion</p> <p>Where necessary produce required materials</p>	<p>Tools for initiating</p> <p>outreach efforts</p>	<p>Staff</p>	5/09-7/09
5	General Outreach & Networking	<p>Prepare presentations, train speakers</p> <p>Connect with organizations, businesses, etc. for assistance</p> <p>Promote general public awareness</p> <p>Initiate presentations, arrange 3-5/month</p> <p>Initiate media contacts and press conferences</p> <p>Identify & reserve place in special events</p>	<p>Relationship building</p> <p>Commitments for</p> <p>focused outreach</p> <p>Agreements for</p> <p>PSA's, articles, etc.</p> <p>Events calendar</p>	<p>Subcommittees</p> <p>Full Committee</p> <p>Speakers'</p> <p>bureau</p> <p>Staff</p>	6/09-9/09
6	Targeted Outreach Materials Production	<p>Identify targets & networking tools</p> <p>Develop focused handouts, videos, slides, press releases, mail-outs, etc. in multiple languages</p> <p>Continue with contacts and establish direct & intermediary lists</p> <p>Define distribution process</p> <p>Establish and assign outreach and distribution tasks</p>	<p>Defined outreach</p> <p>system</p> <p>Distribution-ready</p> <p>resources</p> <p>Distribution system</p> <p>& assigned</p> <p>Responsible persons</p> <p>& groups identified</p>	<p>Full Committee</p> <p>Staff</p> <p>Citizen groups</p>	6/09/9/09
7	Targeted Outreach Implementation	<p>Make 5-7 focused speeches/mo. to target groups</p> <p>Participate in 1-2 special events/mo.</p> <p>Contact organizations and deliver handouts, posters</p>	<p>Comprehensive &</p> <p>focused outreach</p> <p>activities</p>	<p>Full Committee</p> <p>Staff</p> <p>Citizen Groups</p>	7/09-2/10

		Hang posters, etc. when no group or business will follow-up, provide additional info as needed		VIP	
8	Coordination/ Monitoring	Establish quick response team Continue coordination with Census Office & other groups Provide immediate assistance as needed to address issues as they arise (distribute materials, suggest temporary approaches, etc.)	Ability to respond to unexpected issues	Exec. Com. Reg. Members Staff	2/10-3/10
9	Final Report	Summarize committee's activities; highlight most & least effective approaches.	Reference Document for 2020 Census	Exec. Com. Staff	3/10-5/10

PRIMARY WORK ELEMENTS

1. **Train and educate** committee members and staff regarding census and how it is conducted. Responsibility - Planning staff and U.S. Census Bureau staff)
2. **Define targeted population groups and geographic locations** where concentrated outreach efforts will be most critical. Determine the types of public awareness outreach approaches that will be most effective for the targets. Responsibility - Subcommittees and staff from Planning (GIS, Neighborhood Services, and Long Range Planning), Police, Property Standards, and Public Information.
3. **Develop a comprehensive Outreach Plan** defining both general and focused approaches to promote the 2010 Census and encourage participation of all Plano residents. The plan should be consistent with available resources. Responsibility - Executive Committee and staff from Planning and Public Information.
4. **Implement the Outreach Plan** through the development and distribution of **targeted promotional materials** such as handouts, posters, and videos. Also participate in **special events, speaking opportunities**, and other activities to promote participation in the 2010 Census. Responsibility - Subcommittees and staff from Planning and Public Information.
5. **Prepare final report** summarizing the committee's activities and identifying the **most effective and ineffective outreach approaches** used during the process.

PROPOSED SUBCOMMITTEES

1. **Community Base Subcommittee** - Defines opportunities to connect with historically undercounted population groups.
2. **Institutions Subcommittee** - Coordinates with religious and charitable organizations, educational institutions, and governmental entities that have structured connections with the community.
3. **Business Subcommittee** - Connects with companies that provide services or employ various population groups.
4. **Media** - Prepares promotional materials and connects with communication providers to inform public about 2010 Census and importance of participation.