



CITY OF PLANO
MUNICIPAL CENTER - 1520 AVENUE K
BUILDING INSPECTIONS TRAINING ROOM
JULY 22, 2009 - 5:30 P.M.
SCHEDULED REGULAR MEETING

NOTICE OF MEETING

2010 CENSUS COMPLETE COUNT COMMITTEE

AGENDA

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE
2. APPROVAL OF MINUTES - June 30, 2009
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. DISCUSSION AND DIRECTION - Rebecca Cunningham, Plano Television Network, Public Service Announcements
5. SPEAKERS BUREAU - Formation of Speakers Bureau and responsibilities
6. OUTREACH PLAN - Consideration and approval of Outreach Plan to guide committee and subcommittees
7. ITEMS FOR FUTURE AGENDAS AND DETERMINATION OF FUTURE MEETING DATES
8. ADJOURNMENT

CITY COUNCIL LIAISONS: Council Members Pat Miner and Lissa Smith

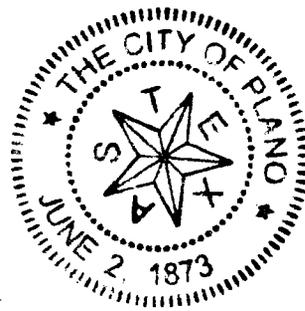
ACCESSIBILITY STATEMENT

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 48 hours prior to the meeting time by calling the Planning Department at (972) 941-7151.

I certify that the above notice of meeting was posted on the bulletin board in the Municipal Building, 1520 Avenue K

Plano, Texas on the 17th day of July
2009, at 5 o'clock pm

Sharon K. Schulz
City Secretary



MEMORANDUM

Date: July 17, 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 **Wednesday, July 22, 2009**, at **5:30 PM** in the **Building Inspections Training Room** at the **Plano Municipal Center** located at **1520 K Avenue** in **Plano**. This will be a formal meeting only with no subcommittee or executive committee meetings. Topics for meeting discussion include:

- Approval of June 30 minutes
- Plano Television Network and Public Service Announcements
- Speakers Bureau
- Consideration and Approval of the Outreach Plan

Attached is information for the July 22 regular meeting and subcommittee meetings.

Attachments: July 22, 2009 Meeting Packet

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

2010 CENSUS COMPLETE COUNT COMMITTEE
Agenda Packet
July 22, 2009

Agenda Item # 1 - Call to order and pledge of allegiance

Agenda Item #2 - Approval of minutes from June 30

The following are the minutes from the June 30 meeting. Please review and provide staff any comments at the July 22 meeting.

JUNE 30 MEETING MINUTES

Members Present

Dr. Tom Martin, Chair
Roy Frady
Mary Alice Garza
Madan Goyal
Graciela Katzer
Jian Li
Marcus Ludwig
Jim McGuire
Jun Melvin
Cara Mendelsohn
Dollie Thomas

Members Absent

Dr. Myrtle Hightower
TJ Johnson
Daniel Long
Leticia Martinez-Ramirez, Vice Chair
Tony Mauro
Khadra Simmons
Grace Singleteary
Tony Villarreal

Staff Present

Monique Coleman, Neighborhood Planner
Steve Sims, Senior Planner
Wendy Jorgensen, Public Information Officer

Census Bureau Staff

Frances Fass
Kum Kum Jain

Agenda Item #1 - Call to Order and Pledge of Allegiance

Dr. Tom Martin, Chair called the meeting to order at 5:35 PM. France Fass, Asian Partnership Specialist, introduced Ms. Kum Kum Jain to the committee. Ms. Jain serves as the South Asian Partnership Specialist with the U.S. Census Bureau. Her specialty is reaching people who live in the United States who are from India, Bangladesh, Pakistan, and Sri Lanka.

Agenda Item #2 - Approval of Minutes from April 30, May 14 and June 9

The committee reviewed the minutes from the April 30, May 14 and June 9 meetings. Pastor Roy Frady made a motion to approve the minutes. Graciela Katzer seconded the motion and the minutes were approved by a vote of 11-0 (Frady, Garza, Goyal, Katzer, Li, Ludwig, Martin, McGuire, Melvin, Mendelsohn, and Thomas all voted yes).

Agenda Item #3 - Comments of Public Interest

There were no comments.

Agenda Item #4 - Approval of Committee Logo for Publication

The committee had several comments regarding the logo. Several members commented they liked the blue check mark in the box. The red check mark may be a cultural issue of concern with some population groups from Asia. Some members suggested that the boxes and check mark be removed from the logo altogether. One committee member suggested the font of the exclamation marks used in the Spanish text should be consistent.

Madan Goyal made the motion to approve the logo with the following modifications:

- Eliminate the check mark and boxes on the left hand side of the logo
- Use consistent font for the exclamation mark in the Spanish text.

Graciela Katzer seconded the motion and the motion was approved by a vote of 11-0. (Frady, Garza, Goyal, Katzer, Li, Ludwig, Martin, McGuire, Melvin, Mendelsohn, and Thomas all voted yes).

Agenda Item #5 - Items for Future Agendas and Determination of Future Meeting Dates

This agenda item appeared as #7 on the agenda. Staff requested the item to be moved to position number 5 so all members present could hear the plans for the July 14 meeting. The committee approved the request.

The committee will conduct its next meeting on July 14 to consider the final version of the Outreach Plan. Several committee members stated they will not be able to attend the meeting. Staff may consider an alternative meeting date.

Agenda Item #6 - Subcommittee Meetings

The committee members adjourned into subcommittees at 6:40 PM. The subcommittees worked on finalizing their section of the Outreach Plan.

Agenda Item #7 - Executive Committee Meeting

Dr. Tom Martin called the Executive Committee meeting to order at 7:10 PM.

Business Subcommittee

Steve Sims, Senior Planner, stated the subcommittee made progress in finalizing their section of the Outreach Plan. The target groups for the subcommittee will be major retail businesses in Plano such as Home Depot, Lowe's, Wal-Mart, Target, and Albertson's. Marcus Ludwig stated he knows people who work at these businesses. Mr. Ludwig will ask if the businesses have a plan in place for the promotion of the 2010 Census and what they can do in providing a forum for public service announcements. He will speak with the Plano Chamber of Commerce and see if the subcommittee can arrange a meeting with Plano business leaders to promote the 2010 Census.

Community Networking Subcommittee

Pastor Roy Frady stated the subcommittee has identified five target groups in the city. They are affluent households, African Americans, Asians, Hispanics, and seniors. Committee members have completed research of contacts with community organizations serving the target groups. This information will be included in the Outreach Plan. Pastor Frady suggested the Speakers Bureau needs to get in touch with organizations and make plans to promote the 2010 Census at meetings. Also, people who are volunteering at major community events and speaking to service organizations need to be prepared to answer difficult questions regarding the 2010 Census. Also, subcommittee members will encourage volunteers for the Plano Balloon Festival to register with the city's Volunteer in Plano web page.

Institutional Subcommittee

Ms. Monique Coleman, Neighborhood Planner, stated the committee has identified their target groups as public and private schools, senior facilities, hospitals, major religious denominations, government, and colleges and universities. Pastor Frady asked for clarification on the responsibility for outreach to faith organizations. Mr. Sims responded the Institutional subcommittee will be responsible for outreach to the major denominations while the Community Networking subcommittee will outreach with small non-denominational faith communities.

Ms. Coleman stated the subcommittee will begin outreach to the target groups in August and wrap up by November. During January and February, they will distribute information to promote the 2010 Census with the target groups. The subcommittee is also looking at promoting the 2010 Census through Internet social networking sites such as Facebook and Twitter. Ms. Jorgensen suggested the group wait until the city develops policy statement on posting communication with the social networking sites. A policy should be formulated by July.

Media Subcommittee

Madan Goyal reported the approval of the logo for the committee will allow them to develop promotional materials for the 2010 Census. The subcommittee will go before

city council to receive a proclamation for the logo. Ms. Jorgensen will see when they can get on the City Council agenda,

The subcommittee will create a brochure everyone can use along with the utility bill inserts and a banner to display at special events. The subcommittee will not have to purchase a display booth. Ms. Jorgensen was able to find a extra unit in storage that has not been used yet.

Chair Tom Martin adjourned the meeting at 8:15 PM.

END OF MINUTES
RETURN TO JULY 22 REGULAR MEETING AGENDA

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 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 Item #4 - Discussion and Direction - Plano Television Network - Public Service Announcements

Ms. Rebecca Cunningham, Director of Plano Television Network (PTN), will present information on policies and procedures of Public Service Announcements for the City of Plano. This will be a great opportunity to reach many Plano residents and encourage them to participate in the 2010 Census process.

Agenda Item #5 - Speakers Bureau

The 2010 Census Complete Count Committee will have a Speakers Bureau. The purpose of the bureau is to provide speakers who would attend various civic organizations and promote participation in the 2010 Census process. The media Subcommittee would produce a PowerPoint Presentation and promotional materials for each speaking engagement. Members of the Speakers Bureau will be accompanied by city staff at each event to try to answer questions that may arise regarding the 2010 Census. There have been two members of the committee which have volunteered to serve on the Speakers Bureau. We would like to have a maximum of six members. Please consider this opportunity and be ready to respond if you are interested in serving on the Speakers Bureau. If you cannot attend the meeting on July 22, you can tell Steve Sims, Monique Coleman, Wendy Jorgensen, and Grisenia Matos if you would to participate.

Agenda Item #6 - Outreach Plan

The 2010 Census Complete Count Committee will consider approval of the Outreach Plan. The purpose of the plan is to provide direction and focus for promoting participation in the 2010 Census to Plano residents and businesses. Each subcommittee's component of the plan has a similar format:

- Identification of target group or organization,
- Planned options for outreach; and
- General description of implementation of plan along with timing of event.

Please review the plan and be prepared to discuss and make a decision regarding the plan during the July 22 meeting. After final approval of the Outreach Plan, staff will prepare a chart that will show the planned activities and timing of projects for each subcommittee. The Outreach Plan is included as an attachment to this staff report.

Agenda Item #7 - Items for Future Agendas

Subcommittees and the Executive Committee will resume meetings on Tuesday, August 11. The focus of the subcommittee meetings will be implementation of the Outreach Plan and preparation for service at the Plano Balloon Festival.

2010 Census Complete Count Committee Outreach Plan

Introduction

Need for 2010 Census Complete Count Committee

Over 21% of Plano's population is foreign born. Many people are not familiar with the census process. There are a good number of Plano residents, regardless of citizenship status or length of residency in the United States, who are uncomfortable with sharing personal information on census forms. These are the reasons why the 2010 Census Complete Count Committee is critical for outreach efforts to encourage Plano residents to fill out their forms and return them promptly. The committee members represent the diversity of Plano's population and have insight on how to promote participation in the 2010 Census process to city residents.

Benefits of an accurate census

An accurate census is important for the City of Plano. Federal and state funding resources are based on total population. Census data is used by city staff to obtain grants to supplement the city budget to provide much needed social services and determine municipal services needed most by residents. This is crucial during times of tight budgets.

Businesses and schools also benefit from census data. Businesses use the information to gain better understanding of how to serve customers and provide the products they want. Schools need good census data to plan future facilities and curriculum for a changing student population.

Purpose of Plan

The purpose of the Outreach Plan is to focus the efforts of the 2010 Census Complete Count Committee on promoting participation in the 2010 Census process to Plano residents.

Focus of outreach efforts

Outreach efforts will focus on education about the census and ensuring people the information they provide is safe. Plano businesses, faith communities, media outlets, and schools will be asked if they can help promote the census by distributing and displaying information about the participation in the 2010 Census.

Format

The plan will be divided amongst the four subcommittees of the 2010 Census Complete Count Committee. They are as follows:

Business - major employers in Plano and retailers along with retail centers;

Community Networking - community groups, community events and organizations serving Plano residents;

Institutional - major faith organizations, government agencies, schools, colleges and universities; and

Media - newspapers, radio, and television along with production of promotional materials.

The plan will use an outline format. The outline will be divided into three sections - target audience, outreach options, and implementation. The target audience section will define the audience of each subcommittee. The outreach options describe the methods utilized to contact and promote the 2010 Census to the target audience. The implementation section will identify specific actions and timing of promotional outreach methods.

Business Subcommittee

The Business Subcommittee is responsible for outreach to major Plano employers and retailers.

Target audience

- Major employers
 - Electronic Data Systems
 - JC Penney
 - Frito Lay
 - Perot Systems
 - Dr. Pepper/Seven Up
 - Plano Independent School District
 - City of Plano
 - List of 200 other businesses in city
- Major retailers
 - Wal-Mart
 - Target
 - Home Depot
 - Lowe's
 - Collin Creek Mall
 - Shops at Willow Bend
 - Tom Thumb Page
 - Market Street
 - Central Market
 - Fiesta
- Business groups
 - Lions Club
 - Rotary Club
 - Plano Chamber of Commerce
 - Greater Dallas Asian Chamber of Commerce
 - Collin County Hispanic Chamber of Commerce

Outreach Options

- Speak to business leaders to promote participation in 2010 Census.
- Advertise 2010 Census at major retail locations.
- Encourage employers to promote participation in 2010 Census to employees.

Implementation

- Contact over 200 businesses in Plano and invite them to a meeting to discuss promotion of the 2010 Census (August and November 2009).
- Identify businesses and employers of target populations through communication with Asian and Hispanic Chambers of Commerce (August and November 2009).
- Promote 2010 Census participation with business community leaders at the Lions Club, Rotary Club and Plano Chamber of Commerce (January through March of 2010).
- Meet with major retailers to determine their plans for promoting 2010 Census and what they can do in terms of encouraging employees and customers to participate in the process (August through February 2009).

Community Networking Subcommittee

The Community Networking Subcommittee identifies the demographic target groups for outreach and participates in citywide events to promote the 2010 Census.

Target Audience

- Affluent households
- Asians
- Hispanics
- Seniors
- Citywide special events

Outreach Options

- Connect with community leaders and organizations providing services to target audience.
- Speak with social service organizations with inroads in target populations and enlist their assistance to promote 2010 Census.
- Attend community festivals and events to promote 2010 Census to general and specific population subgroups.

Implementation

- Conduct demographic analysis and review 2010 Census response rates to identify target audiences (completed).
- Share research findings with all subcommittees and research additional information as needed (May 2009 through April 2010).
- Review news articles and keep current on political and social issues impacting the 2010 Census process. Share latest news with all subcommittees so they can

be aware and prepared to respond to issues as they arise at promotional meetings (May 2009 through April 2010).

- Participate in community festivals and events to promote 2010 Census and interact with public (May 2009 through April 2010). The subcommittee has selected these events to promote the census:

Plano MCOR Citizenship Workshop – (completed)

Juneteenth Day Celebration – (completed)

Plano Early Lions Club July 4 Parade – (completed)

Plano Balloon Festival – September 18-20, 2009

Plano International Festival – October 10, 2009

Plano Christmas Parade – December 5, 2009

Martin Luther King Celebration – January 2010

Annual Fiesta Latinoamerica – April 2010

Live Green Plano Expo – April 2010

Asia Fest – May 2010

- Identify and contact social service organizations the target audience trusts. Speak with the organization and encourage them to promote 2010 Census to customers (August 2009 through April 2010).
- Speak to community social organizations and promote participation in 2010 Census (August 2009 through April 2010).

Institutional Subcommittee

The Institutional Subcommittee is responsible for reaching out to formal community organizations such as schools, colleges, universities, health care providers, government agencies, and major faith based organizations.

Target Audience

- Public Schools, Private Schools, Day Care facilities
- Hospitals and Urgent Care facilities
- Colleges and Universities
- Local Government Facilities
- Churches (denominational churches)
- Post Office
- Chinese Saturday Schools

Outreach Options

- Newsletter articles
- Distribute flyers
- Payroll inserts
- Speak to organizations to promote 2010 Census
- Promote participation in census through internet social network websites

Implementation

- Contact Plano ISD, the Diversity Advocacy Committee, the Retired Teachers Association, the Retired Principals Association, and Key Communicators (September through November 2009).
- Contact the Plano ISD Council of PTAs, all private schools, pre-schools, and day care facilities. Some facilities identified include John Paul II, Faith Lutheran, Prince of Peace Catholic, Prestonwood Christian Academy, Plano Christian Academy, St. Timothy Academy, Canyon Creek Day School, and the Montessori Association (September through November 2009).
- Cultivate relationships with major faith based organizations, colleges, universities, hospitals and urgent care facilities (September through November 2009).
- Promote 2010 Census with Post Office customers through handout materials (January through March 2010).
- Speak with congregations to encourage participation in 2010 Census (January through March 2010).
- Follow up with target audience depending on response (January through March 2010).

Media Subcommittee

The Media Subcommittee supports the Plano Complete Count Committee through media relations and the creation of promotional materials.

Target Audience

- Community publications
- Newspapers
- Radio
- Television

Outreach Options

- Develop an ongoing relationship with media serving all subcommittee target audiences, including language and culture specific media.
- Work closely with subcommittees to design promotional materials to support their specific efforts.
- Create promotional materials in both English and Spanish and other languages as needed with the help of Census staff translators.

Implementation

- Design a Plano Complete Count Committee logo in English and Spanish (June 2009).
- Develop a web page, register its name and link it to the City's main web site (August 2009).
- Create banners to be used in parades and at community events (August 2009).

- Write press releases promoting the committee's efforts (August 2009 through May 2010).
- Request a City Council proclamation as the committee gets efforts in full swing (fall 2009).
- Prepare a PowerPoint presentation for the Speaker's Bureau (August 2009).
- Create an eye catching display booth that will attract residents to learn more about the Census (September 2009).
- Working with the Plano Television Network and the Committee, develop Public Service Announcements to air on PTN as well as Spanish-speaking and cable channels (fall 2009).
- Produce a localized video to support the Speaker's Bureau presentations (fall 2009).
- Design two Utility Bill Inserts to be distributed in November 2009 and February 2010 (September 2009 and December 2009); research use of e-blast to contact water customers who choose paperless billing (fall 2009).
- Develop a general brochure as well as audience specific brochures (August 2009).
- Create posters to promote the Census (fall 2009).
- Write articles and prepare advertisements for community organization newsletters (September through March 2010).
- Research the possible implementation of social media tools such as Facebook, MySpace and Twitter (fall 2009).
- Assist the Business Subcommittee with developing an e-blast of information that corporate leaders can send to their employees (November 2009).
- Participate in community festivals and events to promote 2010 Census and interact with public (May through April 2010).