

**2010 CENSUS COMPLETE COUNT COMMITTEE
 PLANO MUNICIPAL CENTER
 1520 K AVENUE
 August 11, 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 June 30, 2009, 2010 Census Complete Count Committee meeting	
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 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 RC	Discussion & Direction: Rebecca Cunningham, Plano Television Network Public Service Announcements	
5 SS	Discussion & Direction: Outreach Plan	
6 SS	Discussion & Direction: Plano Balloon Festival and Plano International Festival	
7 SS	Items for Future Agendas and Determination of Future Meeting Dates: September 8 meeting and subcommittees 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: August 7, 2009

To: 2010 Census Complete Count Committee

From: Steve Sims, Senior Planner

Subject: 2010 Census Complete Count Committee August 11, 2009, Meeting

The next meeting for the 2010 Census Complete Count Committee will take place on **Tuesday, August 11, 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 June 30, 2009, minutes
- Plano Television Network and Public Service Announcements
- Consideration and approval of the Outreach Plan
- Plano Balloon Festival and Plano International Festival
- Summary of planned activities for the September 8, 2009, meeting and note about subcommittee meetings

Attached is the informational packet for the August 11, 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, Neighborhood Services Supervisor
Monique Coleman, Neighborhood Planner

CITY OF PLANO

2010 Census Complete Count Committee

August 11, 2009

Agenda Item No. 4

Discussion & Direction: Public Service Announcement

DESCRIPTION:

Discussion and direction regarding developing a public service announcement to promote the 2010 Census.

REMARKS:

Plano Television Network (PTN) is a city department which provides local programming of community events. These programs include live and tape delayed board and commission meetings along with special interest stories focused on Plano residents.

Rebecca Cunningham, Director of PTN, will present information on policies and procedures regarding public service announcements for the City of Plano. PTN is a great resource for the committee to consider for promoting participation in the 2010 Census to the local community. Should the committee be interested in developing a public service announcement, consideration needs to be given to the frequency and timing of the announcement which would be most effective in promoting participation in the 2010 Census.

RECOMMENDATION:

Recommended the committee consider using Plano Television Network for a public service announcement regarding the 2010 Census.

CITY OF PLANO

2010 Census Complete Count Committee

August 11, 2009

Agenda Item No. 5

Discussion & Direction: Outreach Plan

DESCRIPTION:

Discussion and direction regarding the Outreach Plan for the 2010 Census Complete Count Committee.

REMARKS:

Purpose of Plan

The purpose of the Outreach Plan is to provide direction and focus for promoting participation in the 2010 Census to Plano residents and businesses.

Plan Structure

The Outreach Plan is divided into two sections. The first section is the introduction, where the need, benefit, and purpose of the complete count committee are explained. The second section of the plan is called format, and includes the three action components of the plan for each subcommittee. The three action components include:

- Identification of target groups or organizations,
- Planned options for outreach; and
- General description of implementation of the plan along with timing of events.

Please review and be prepared to discuss and make a decision regarding the Outreach Plan.

RECOMMENDATION:

Recommended for approval of the Outreach Plan as submitted.

2010 CENSUS COMPLETE COUNT COMMITTEE OUTREACH PLAN

INTRODUCTION

Need for 2010 Census Complete Count Committee

More than 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 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 especially 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 accurate 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 assuring 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 participation in the 2010 Census.

FORMAT

The plan will be divided among 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
Asian Market Place on Legacy
14th Street and Jupiter Road retail center

- 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
- Internet
- 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 (PTN) 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 - consider a poster contest with students from the local schools (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).

CITY OF PLANO

2010 Census Complete Count Committee

August 11, 2009

Agenda Item No. 6

Discussion & Direction: Plano Balloon Festival and Plano International Festival

DESCRIPTION:

Discussion and direction regarding vendor booths at the Plano Balloon Festival and Plano International Festival.

BACKGROUND:

Plano Balloon Festival

The Plano Balloon Festival will occur on Friday, September 18, 2009, through Sunday, September 20, 2009. The event is a great opportunity for the Complete Count Committee to promote the 2010 Census and disseminate information to many Plano and area residents. Over 95,000 people attend the event each year. An application for a booth has been accepted by the corporate sponsor of the event, Electronic Data Systems Credit Union. The sponsor will provide a ten foot by ten foot tent with two tables and two chairs. The tent will have a 110-volt electric connection, allowing the volunteers to have light at night, and a fan to help cool during the day.

Location of Festival

The Plano Balloon Festival takes place at the Oak Point Park and Nature Preserve at the northeast corner of Spring Creek Parkway and Jupiter Road in Plano. Volunteers for booths will be provided passes to enter the festival, and park their vehicles at the Collin College Spring Creek Campus across the street.

Hours of Operation and Volunteers

The Plano Balloon Festival is a time-intensive event. The organizers of the festival require vendors to occupy their booths from 4:00 p.m. to 10:00 p.m. on Friday, 8:00 a.m. to 10:00 p.m. on Saturday, and 8:00 a.m. to 7:00 p.m. on Sunday. Following are the time slots and volunteers needed:

Friday, September 18

1:00 p.m. to 6:00 p.m. Steve Sims and Jim McGuire
6:00 p.m. to 10:00 p.m. Two volunteers needed

Saturday, September 19

8:00 a.m. to 12:00 p.m. Grisenia Matos, one volunteer needed
12:00 p.m. to 4:00 p.m. Two volunteers needed
4:00 p.m. to 7:00 p.m. Steve Sims, one volunteer needed
7:00 p.m. to 10:00 p.m. Two volunteers needed

Sunday, September 20

8:00 a.m. to 12:00 p.m. Wendy Jorgensen, one volunteer needed
12:00 p.m. to 4:00 p.m. Two volunteers needed
4:00 p.m. to 7:00 p.m. Steve Sims, one volunteer needed

Plano International Festival

The Plano International Festival will take place on Saturday, October 10, 2009. The event attracts approximately 12,000 people, and takes place at Haggard Park in downtown Plano. The Plano International Festival is an opportunity for the committee to promote the 2010 Census to our hard-to-reach target audiences.

An application to request a booth at the Plano International Festival has been filed. The festival hours are from 11:00 a.m. to 5:00 P.M. with volunteers serving two three-hour shifts. Wendy Jorgensen has volunteered for the 11:00 a.m. to 2:00 p.m. shift, and we need one additional person for that time period. Two people are needed for the 2:00 p.m. to 5:00 p.m. shift.

Vendor and volunteer parking will take place at the Downtown Plano DART station parking lot. If the lot is full, parking is also available at the Plano Municipal Center. The Municipal Center is one block away from Haggard Park.

RECOMMENDATION:

Recommended that the committee participate in the Plano Balloon Festival and Plano International Festival, and staff booths at both festivals. All time slots must be filled by the committee by September 1, 2009, or the committee will not be able to participate in the festivals.

**2010 Census Complete Count Committee
June 30, 2009**

COMMITTEE 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

COMMITTEE MEMBERS ABSENT

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

STAFF PRESENT

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

The 2010 Census Complete Count Committee meeting was called to order by Chairman Martin at 5:35 p.m., Tuesday, June 30, 2009.

Committee Member Frady made a motion to approve the minutes of the April 30, 2009, May 14, 2009, and June 9, 2009, meetings as submitted. Committee Member Katzer seconded the motion, which passed 11-0.

AGENDA ITEM NO. 3 - COMMENTS OF PUBLIC INTEREST

There were no comments

AGENDA ITEM NO. 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 a 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

Committee Member Katzer seconded the motion, which passed 11-0.

AGENDA ITEM NO. 5 - ITEMS FOR FUTURE AGENDAS AND DETERMINATION OF FUTURE MEETING DATES

This item originally appeared as Agenda Item No. 7. Staff requested the item to be moved so all members present could hear the plans for the July 14, 2009, meeting. The committee approved the request.

The committee will conduct its next meeting on July 14, 2009, 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 NO. 6 - SUBCOMMITTEE MEETINGS

The committee adjourned into subcommittees at 6:40 p.m. to work on finalizing the sections of the Outreach Plan.

AGENDA ITEM NO. 7 - EXECUTIVE COMMITTEE MEETING

Chairman Martin called the Executive Committee meeting to order at 7:10 p.m. The following subcommittee reports were presented.

Business Subcommittee

Steve Sims, Sr. 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. Committee Member Ludwig stated he has contact with 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 to help provide a forum for public

service announcements. He will also speak with the Plano Chamber of Commerce to inquire about arranging a meeting with Plano business leaders to promote the 2010 Census.

Community Networking Subcommittee

Committee Member 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, and this information will be included in the Outreach Plan. Pastor Frady suggested the Speakers Bureau contact the organizations and make arrangements to promote the 2010 Census at meetings. Volunteers working at major community events and speaking to service organizations need to be prepared to answer difficult questions regarding the 2010 Census. Subcommittee members will encourage volunteers for the Plano Balloon Festival to register with the city's Volunteer in Plano web page.

Institutional Subcommittee

Monique Coleman, Neighborhood Planner, stated the committee has identified target groups as public and private schools, senior facilities, hospitals, major religious denominations, government, colleges, and universities. Mr. Sims indicated 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, information will be distributed 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. Wendy Jorgensen, Sr. Public Information Officer, suggested the group wait until the city develops a policy statement on posting communications with the social networking sites. A policy should be formulated by July.

Media Subcommittee

Committee Member Goyal reported the approval of the logo will allow the committee 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 coordinate the date for the City Council agenda.

The subcommittee will create a brochure, along with utility bill inserts, and a banner to be displayed at special events. The subcommittee will not have to purchase a display, as Ms. Jorgensen was able to locate an extra unit in storage that has not been used.

There being no further business, Chairman Martin adjourned the meeting at 8:15 p.m.

2010 Census Complete Count Committee

xc: Honorable Mayor and City Council
Thomas H. Muehlenbeck, City Manager