

# PRESS RELEASE



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## For Immediate Release

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# Plano City Council Declares February 2010 Census Awareness Month

On Monday, Feb. 8, the Plano City Council will recognize 2010 Census Awareness Month and the efforts of the Plano Complete Count Committee. The City Council formed the committee a year ago as a partnership with the U.S. Census Bureau to create local awareness about the 2010 Census.

The 20-member committee has promoted the 2010 Census by speaking to local organizations, operating informational booths at Plano events, walking in parades and distributing literature with water bills. February marks the big push before the census forms begin arriving in mail boxes in March.

Chairman Dr. Thomas Martin, Collin College Associate Vice President for Research & Institutional Effectiveness, said “We want Plano residents to know being counted is safe, important and easy. With only 10 questions to answer, it can’t get much easier. Collected individual information is kept confidential by law for 72 years. Until then, the data can only be presented in an aggregate format to provide statistics to help communities plan for infrastructure and social needs.”

More than \$400 billion is distributed through 180 programs based on the Census data. Those programs include low-cost lunches, senior services, healthcare services, education, transportation improvements and more.

The Plano Complete Count Committee members are:

- Chair: Dr. Thomas Martin, Associate Vice President for Research and Institutional Effectiveness at Collin College
- Vice Chair: Cara Mendelsohn, President Plano Independent School District PTA Council
- Pastor Roy Frady, Willow Creek Community Church
- Sylvia Garcia, FAM Associate Director of Saint Mark the Evangelist Catholic Church
- Mary Alice Garza, Plano Multicultural Outreach Round Table
- Madan Goyal, Plano resident and representative of Asian Indian community

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- Dr. Myrtle Hightower, Plano Community Charity
- T.J. Johnson, Plano African American Museum
- Graciela Katzer, Plano Multicultural Outreach Round Table
- Dr. Jian Li, Plano Multicultural Outreach Round Table
- Dr. May Li, President of the Voice of Asian Americans Association
- Daniel Long, Plano Homeowners Council
- Marcus Ludwig, Walmart
- Tony Mauro, Plano Homeowners Council
- Jim McGuire, Community Services Coordinator of Chase Oaks Church
- Jun Melvin, Plano Independent School District
- Dawnetta Miller, Immediate Past Chair for Equality Texas
- Khadra Simmons, U.S. Postal Service
- Dollie Thomas, Plano Independent School District
- Karen Wells, Branch Manager for ResCare Home Care

During the 2000 Census Plano implemented its first Complete Count Committee, which resulted in a 76 percent return. More importantly since the 2000 Census, the City has received over \$40 million in grant funds based on demographic information gathered through the census. That amount is conservative because it does not include what non-city organizations and agencies received through grant programs.

An interactive sample census form is available at [www.2010census.gov](http://www.2010census.gov). It explains how each question's information is used.

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