Plano City of Excellence | Memorandum

Date: September 28, 2018

To: Bruce D. Glasscock, City Manager
Jack Carr, P.E., Deputy City Manager

From: Christina D. Day, AICP, Director of Planning
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Subject: **2020 Census Complete Count Committee**

The United States Constitution requires a census every ten years and, fulfilling this mandate, a headcount of all people in the United States has been conducted every decade since 1790. Census 2020 is quickly approaching, and preparations for the census are underway.

The information resulting from the census is used in a variety of ways, including but not limited to:

- Determining the number of seats each state receives in the U.S. House of Representatives;
- Re-drawing congressional and state legislative districts and local government districts;
- Planning for new roads, transportation improvements, schools, emergency and government services; and
- Distributing more than $675 billion in federal funds each year.

According to the U.S. Census Bureau, the city stands to lose approximately $1,574 in federal funding for every person missed. In addition to conducting a count of the population, the census also provides important demographic data that the City of Plano relies on for delivering effective services to the community.

Utilizing Census Bureau survey data, we anticipate that Plano has undergone significant demographic shifts over the past 10 years. The city has grown by 8%, with that growth dominated by population over age 55. The number of foreign-born residents has grown by 30%, with 1 in 3 residents speaking a language other than English at home. More people are staying in Plano than in the past, too. A complete count will help the city confirm useful demographic data with a limited margin of error. For additional information on how census data is utilized, see Attachment 1.

Complete Count Committees

Due to the impact of the census on our city, Plano has previously taken the opportunity to partner with the U.S. Census Bureau through the formation of Complete Count Committees (CCC). Composed of community leaders and assisted by city staff, the purpose of the CCC is to encourage participation by Plano residents to ensure a complete and accurate count of the local population.

CCCs are formed in state, regional, local, and tribal jurisdictions across the country to communicate the importance of the census to individuals in their communities and encourage self-response online, by phone, or by mail. The CCC utilizes local knowledge, influence, and resources to create targeted outreach programs, educate citizens on how their information is used, and reach portions of the population which are typically underreported or hard-to-count. Self-reporting improves efficiency of the count and saves tax dollars from being spent by sending enumerators door-to-door.

Membership size and qualifications can vary to meet the needs of the area, but CCCs are typically formed of government officials and community leaders in education, business, healthcare, neighborhood, youth, and faith-based organizations. Subcommittees can also be formed for specialized topics, such as networking and media relations.

For the 2020 Census, a CCC is encouraged to be formed by December 2018 and begin meeting in January 2019. More information regarding CCCs is available in Attachment 2, the Complete Count Committee Guide.

Past Efforts

For both the 2000 and 2010 censuses, the Plano City Council created Complete Count Committees to promote participation in the census by Plano residents. The prior committees included the following membership.

2000 Census Complete Count Committee Members*:* Chair Bill Hobbs, Vice Chair Carole Greisdorf, Rachel Gomez, Julia Grenier, Jeanette Lane, Nadia Tudor, Arthur Young, Patricia Ann Cole, Lars Clemensen, F. B. Larrea, Harvey Fishero, Gary Base, and Louisa Kessel.

For Census 2000, the initial CCC was formed in 1998. The Committee presented results to the Council in January 2001 including suggestions and recommendations for the 2010 Census. The Committee noted that Plano had the highest response rate to mailed questionnaires of any major city in Texas and tied for 13th among the 100 most populated cities and counties in the country. A summary report from the 2000 Census CCC committee is included as Attachment 3.

2010 Census Complete Count Committee Members*:* Chair Dr. Tom Martin, Vice Chair Cara Mendelsohn, Roy Frady, Sylvia Garcia, Mary Alice Garza, Madan Goyal, Dr. Myrtle Hightower, Graciela Katzer, Dr. Jian Li, Tony Mauro, Jun Melvin, Jim McGuire, Karen Wells, T. J. Johnson, Dr. May Li, Daniel Long, Marcus Ludwig, Dawnetta Miller, Khadra Simmons, and Dollie Thomas.

For Census 2010, a summary report of the CCC, including their suggestions for the 2020 Census, are included as Attachment 4. Of credit to the committee, Plano was able to maintain the high response rate in 2010, despite significant demographic shifts in the community which might have impacted responsiveness. Recommendations from the 2010 committee to consider for the 2020 Census related to committee formation include:

- Identification of Hispanic leadership
- Outreach to young adults and seniors
- Committee membership requirements (focused on attendance/quorum)
- Increased recruitment from faith-based organizations
- Additional participation from school districts

Recommendation

Based on the effective work of past citizen committees, city staff, in cooperation with the U.S. Census Bureau, recommends the City Council:

1. Authorizes drafting of a resolution in support of the 2020 Census, and
2. Initiates a Complete Count Committee by appointing approximately 20 members, including a Chair and Vice Chair, as well as City Council liaisons.

If the City Council is supportive of these recommendations, a resolution will be prepared for consideration at a future City Council meeting.

Attachments

1 – The 2020 Census at a Glance
2 – 2020 Census Complete Count Committee Guide
3 – Plano 2000 Census Complete Count Committee City Council Memorandum
4 – Plano 2010 Census Complete Count Committee City Council Memorandum

The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Foundation of a Successful Census

Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses

Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response

Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response

Release Census Results

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data

August 2017

50 WAYS CENSUS DATA ARE USED

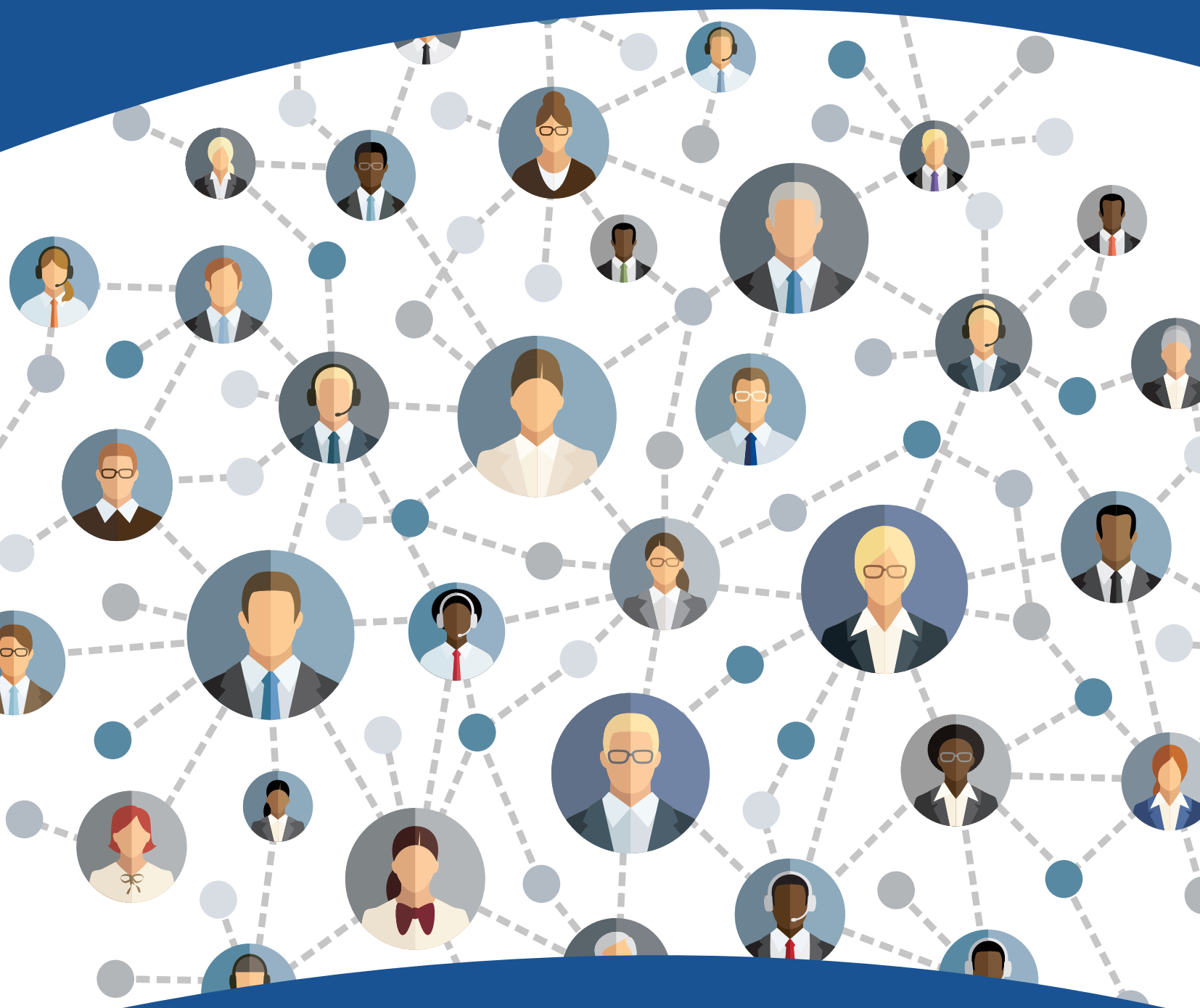
- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over $675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing "intelligent" maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English-language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

Attachment 2

2020 Census Complete Count Committee

Guide

D-1280(RV)



United States® Census Bureau

United States™ Census 2020

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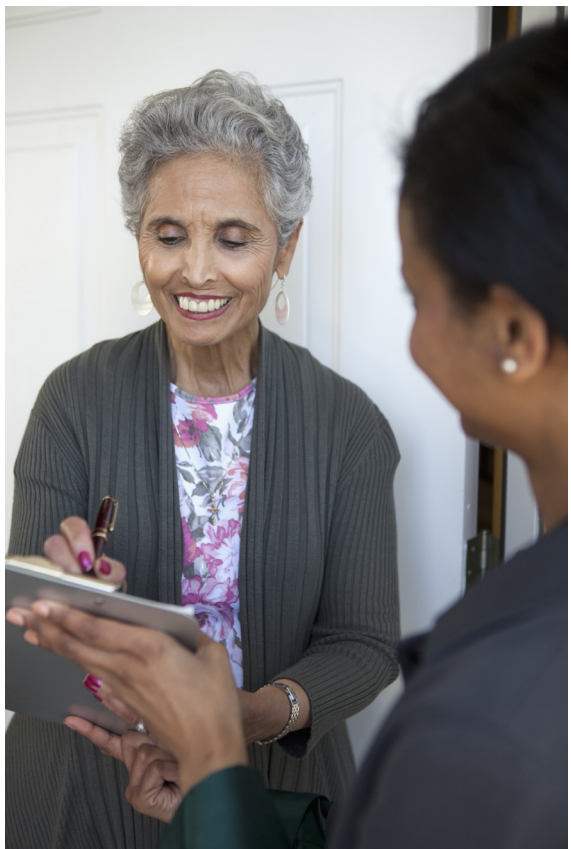
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WHY DO WE TAKE THE CENSUS?

The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted in 1790 and one has been conducted every 10 years since then.

The population totals from the census determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative and school districts. The next census occurs in 2020.

The U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2020.

The population totals also affect funding in your community, and data collected in the census help decision makers know how your community is changing. Approximately $675 billion in federal funding is distributed to communities each year.

Will the 2020 Census be the same as 2010?

There are some important changes in 2020:

- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.
- For the first time, you will be able to respond online, by phone, or by mail.
- We will use data that the public has already provided to cut down on in-person follow up visits to nonresponding households.



HOW ARE CENSUS DATA USED?

Census data are widely and wisely used.

Census data are used in many ways. Some examples include:

- Distribution of more than $675 billion annually in federal funds back to tribal, state, and local governments.
- Redistricting of state legislative districts.
- Forecasting future transportation needs for all segments of the population.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Assisting federal, tribal, state, and local governments in planning and implementing programs, services, and emergency response.
- Designing facilities for people with disabilities, the elderly, and children.



ARE CENSUS DATA REALLY CONFIDENTIAL?

ABSOLUTELY!

All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential. We will never share a respondent's personal information with immigration enforcement agencies, like ICE; law enforcement agencies, like the FBI or police; or allow it to be used to determine their eligibility for government benefits. The results from any census or survey are reported in statistical format only.

Individual records from the decennial censuses are, by law (Title 44, U.S. Code), confidential for 72 years.

In addition, under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.



WHAT ARE COMPLETE COUNT COMMITTEES?

Complete Count Committees

Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as state and local "census ambassador" groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.

There are three kinds of Complete Count Committees (other than the State Level CCC):

- Tribal.
- State and local government (regional, county, city, or town).
- Community.

A Complete Count Committee should be formed to:

- Increase the self-response rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.

Let's take a look at these and review the differences between the common types and sizes.

Tribal and Government Complete Count Committees

Complete Count Committees are usually formed by the highest elected official in that jurisdiction, such as a tribal leader, a mayor, county commissioner, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint members of the community to serve as members of the CCC. Members appointed could be representative of a cross section of the community, be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2020. Members could include persons from the areas of education, media, business, religion, philanthropy, and community groups. Most local government CCCs are small to medium size, depending on the jurisdiction. A town may have a small committee with only 3–5 members, while a city may be medium to large size with anywhere from 10 to more than 100 members, depending the size of the city or tribe.

Since state, county, and regional CCCs cover a larger geography, they tend to be larger in size, with 20–50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impact their communities. In previous censuses, the most productive government CCCs had a subcommittee structure. Examples of subcommittees and what they do are covered under "What Is the Subcommittee Structure of a CCC?"

Examples of Tribal and Government Complete Count Committee Strategies

Nationwide, there were over 10,000 Complete Count Committees formed with the Census Bureau during the 2010 Census and the majority of them were local government committees. Here are some of the strategies that worked for them:

- Allocate/obtain funds for the CCC and assign a staff person to work with the committee.
- Set clear, achievable goals and objectives.
- Identify areas of the community that may need extra efforts, either a geographical area or a population group that might be hard to count.
- Use a "grassroots" approach working with community-based organizations and groups who have direct contact with households who may be hard to count.
- Create promotional materials and products customized for the local area.
- Implement special events such as Census Day "Be Counted" parades.
- Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications.

Sample Activities of Tribal and Government Complete Count Committees

2018–2019

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census in your local area, such as recent immigrants, non-English speaking groups, high crime areas, and areas with gated communities.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.

- Place census messages on water bills, property tax bills, social media, and local speeches and other correspondence generated by the jurisdiction.
- Host a Census Solutions Workshop (see Appendix C) with others in the community.
- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign.
- Encourage corporations to become official sponsors of your census activities.
- Have census posters, banners, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and your local jurisdiction Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2020 Census.
- Have census information available during voter registration drives.

January–March 2020

- Add a census message during meetings, events, and to written or digital/electronic correspondence like social media.
- Provide information on federally funded programs that have benefitted the community.
- Plan a major promotional event around the start of self-response or when households get their invitation to respond. Advise communities that they can respond to the census online.
- Saturate public access areas with easy-to-read and understandable census information customized for your community.
- Ask elected officials to encourage households to complete the census online, by phone, or return the questionnaire by mail.
- Place a census message on all municipal marquees urging households to complete the questionnaire online, by phone, or by mail.

April 2020

- Place public service announcements in local media encouraging households to respond.
- Have census rallies or parades.
- Urge households who do not respond to cooperate with census takers.

Community Complete Count Committees

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominately elderly community may want to form a CCC in order to build awareness among that population and encourage them to respond when the invitations to respond are delivered. A tenants' association may form a committee to educate tenants about the census and help those needing assistance in completing their census. Community CCCs identify their own chair and committee members. They may choose individuals who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. They may also include foundations or philanthropy groups to fund the committee's activities around a particular audience. Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents.

Small committees may not need subcommittees, however larger committees may find this structure helps them focus and work more effectively.

Examples of Community Complete Count Committee Strategies

A number of organizations formed Community CCCs in previous censuses. Some examples of these organizations are Community Action Groups, Hispanic Service Center, Delta Sigma Theta Sorority, and Human Development Commission.

Here are some suggestions that worked for them:

- Set clear achievable goals and objectives.
- Identify what the committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in your area or among students in colleges/universities, outreach and promotion to youth and elderly in the community, or a global approach if no other CCCs are in the area.
- Develop an action plan that includes activities and events which will support your efforts and help you meet your goals and objectives.
- Create promotional materials that appeal to your community.
- Implement special events that will generate interest and participation in the census.
- Use social media to engage your community.

Sample Activities of Community Complete Count Committees

2018–2019

- Make a list of community-based organizations in your area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted to community members.
- Host a Census Solutions Workshop with other community-based organizations in your area to come up with innovative and engaging ways to reach your communities.
- Check the community calendar in your area for events. Contact organizations to see if you can have a census table to pass out census materials to increase awareness.
- Plan and solicit sponsors for a "Census Day/Night Street Festival" in late 2019. Think of creative games or activities where census information can be incorporated.
- Develop a 2019 Census Activity Calendar, ask organizations to choose a month in which they will sponsor census activities or promote census awareness.
- Ask organizations to include a census article or message in all of their publications and social media channels from April 2019 to July 2020.

January–March 2020

- Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post on social media fliers announcing the invitation to respond to the census at busy locations in the community.
- Make public statements of support and the importance of participating in the 2020 Census.

April 2020

- Encourage households to complete the questionnaire online, by phone, or by mail.
- Plan a Census Day event to motivate the community response.
- Look online or check with your census contact person about response rates for your community. If rates are low, plan special events or activities to motivate individuals to respond.
- Remind households if they didn't respond online, by phone, or mail their questionnaire back, a census worker may come to their home. Encourage households to cooperate with census workers.

May 2020

- Continue to encourage community individuals to cooperate with census workers.
- Evaluate what worked best for your community and briefly report this information to your census contact.
- Celebrate your success and thank all those involved in making it happen.



WHEN SHOULD A COMPLETE COUNT COMMITTEE ORGANIZE?

Get Organized RIGHT NOW!

Although the 2020 Census may seem a ways off, the census awareness campaign should start TODAY. The 2020 Census jobs are being advertised. Households will begin to experience, by the end of 2019, some type of census operation such as address listing. These operations are necessary to verify the accuracy and location of each address in the United States.

The immediate formation of a CCC will ensure that local households are kept abreast of the various census operations before the information is nationally circulated.

The more informed households are about the 2020 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of the successful enumeration in 2020.



WHAT IS THE SUBCOMMITTEE STRUCTURE OF A CCC?

The Structure

The Census Bureau partnership staff will serve as a liaison or an informational resource.

The operation of the CCC flows from the tribal leader or highest elected official or community leader to the chairperson, the committee members, and/or to the community at large.

The tribal leader or highest elected official or community leader appoints a chairperson. The chairperson is the liaison or main source of contact between the CCC and the Census Bureau.

The chairperson collaborates with the highest elected official or community leader to select subcommittee chairs.

The CCC should involve every aspect of a local community in its subcommittee structure—government, education, faith-based organizations, media, community-based organizations, business, foundations or other philanthropic organizations, and recruiting. **The Census Bureau does not manage Complete Count Committees**.

The following are examples of a typical subcommittee structure. Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, senior services, and the disabled community.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a Complete Count Committee are those community members who have

expertise, influence, and experience in the area of the respective committee. Committees that invest time, resources, and energy in this project are more productive and successful.

Recruiting subcommittee—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs available and types of jobs available.

Government subcommittee—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs and identifying other resources for CCC activities.

Education subcommittee—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Statistics in Schools materials.

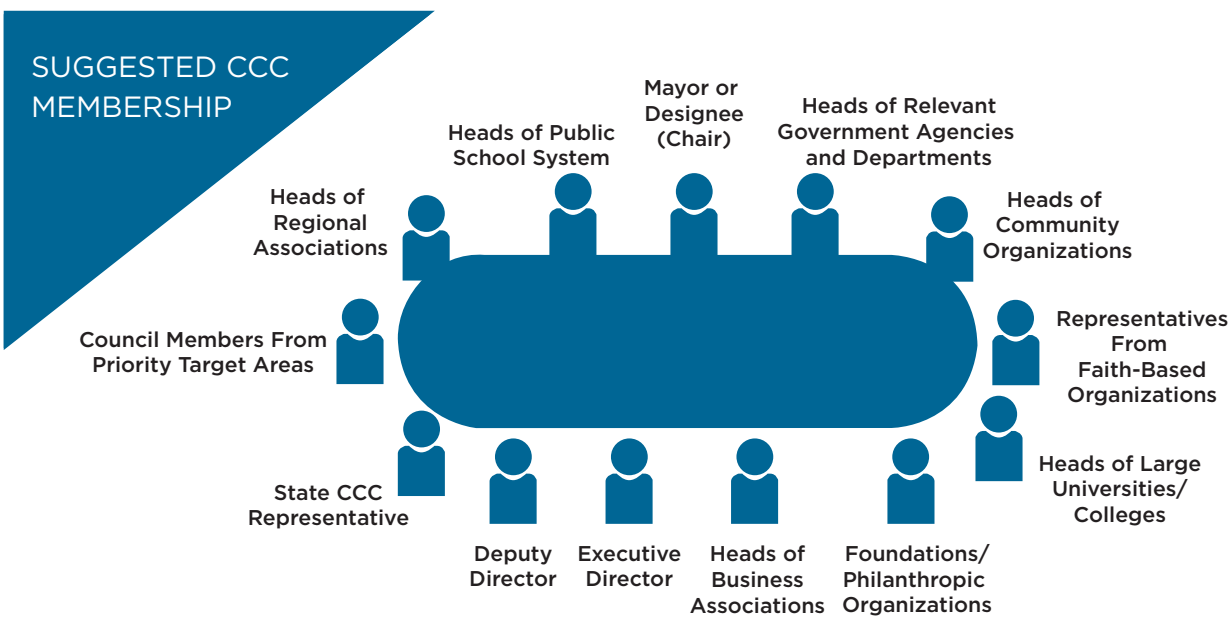
Faith-based subcommittee—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census awareness and participation.

Media subcommittee—Facilitates ways to get the census message to all community households, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, social media, radio, and television.

Community-based organizations subcommittee—Collaborates with community organizations to inform individuals of the importance of participating in the 2020 Census and the benefits derived from census data.

Business subcommittee—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags) and the inclusion of the census logo and message on sales promotion materials.

Figure 1.
Suggested CCC Membership



*Partnership Specialist is advisor and Census Bureau liasion to Municipal CCCs



SUMMARY: THE BENEFITS OF COMPLETE COUNT COMMITTEES

CCCs speak the language of and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival—neighbor informing neighbor.

The CCCs will help ensure an accurate 2020 Census count.

The CCCs gain valuable knowledge about the census process at the local level and develop a plan to impart that knowledge to each and every household as only neighbors and fellow stakeholders can do.

The CCCs help maximize participation and response rates by increasing awareness throughout the 2020 Census.

APPENDIX A:

50 WAYS CENSUS DATA ARE USED

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over $675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing "intelligent" maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as background for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English proficiency.
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- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

APPENDIX B:
UNDERSTANDING THE LANGUAGE OF THE 2020 CENSUS

GLOSSARY
The 2020 Census From A to Z

A

Address Canvassing

The Address Canvassing program implements methods to improve and refine the U.S. Census Bureau's address list in advance of the 2020 Census enumeration. The Census Bureau needs the address and physical location of each living quarter in the United States and Puerto Rico to conduct and tabulate the census. An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.

American Community Survey (ACS)

A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it replaced the long form for the 2010 Census. Since 2004, ACS has provided annual data for social and economic characteristics for many geographic areas and population groups.

Area Census Office (ACO)

A temporary office established to oversee census operations in a specific area. These operations include address listing field work, local recruiting, and visiting households to conduct the 2020 Census.

C

Census Bureau

An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The Census Bureau conducts approximately 200 annual surveys, conducts the decennial census of the U.S. population and housing, the quinquennial economic census, and the census of governments.

Census Day

The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 Census. April 1, 2020, is the reference date, Census Day, for the 2020 Census.

Census Information Center (CIC)

The CIC program was established in 1988, when the Census Bureau and the National Urban League entered into a joint agreement to create a pilot project to make census data and information available to minority communities. Over the next 2 years, the Census Bureau added four additional organizations to the pilot program; the National Council of La Raza, the Asian and Pacific Islander American Health Forum, Americans for Indian Opportunity, and the Southwest Voter Research Institute (now the William C. Velasquez Institute).

In 2000, the CIC network became an official Census Bureau program. That year, the Census Bureau expanded the network to a total of 59 organizations.

Census Solutions Workshop

A Census Solutions Workshop is a creative, collaborative, problem-solving event that brings together diverse thinkers. The Census Solutions Workshop is specifically geared to generate new ways of communicating the importance of census data, reaching hard-to-count populations, and encouraging participation in Census Bureau surveys and programs.

Commitment

An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

Complete Count Committee (CCC)

A volunteer committee established by tribal, state, and local governments, and/or community organizations to include a cross section of community leaders, including representatives from government agencies; education, business, and religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a 2020 Census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

Confidentiality

The guarantee made by law (Title 13, U.S. Code) to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to others.

D

Decennial Census

The census of population and housing taken by the Census Bureau in each year ending in zero. Article I, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790.

E

Enumeration

The process of interviewing people and recording the information on census forms.

Enumerator

A Census Bureau employee who collects census information by visiting households during census field operations.

G

Group Quarters (GQ)

The Census Bureau classifies all people not living in housing units as living in group quarters. There are two types of group quarters: institutional group quarters (for example, correctional facilities for adults, nursing homes, and hospice facilities) and noninstitutional group quarters (for example, college/university student housing, military quarters, and group homes).

H

Hard to Count (HTC)

Groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, and low income households.

Hard to Enumerate (HTE)

An area for which the environment or population may present difficulties for enumeration.

Highest Elected Official (HEO)

The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place, tribal leader, or chairman.

Household (HH)

A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

Housing Unit (HU)

A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

M

Master Address File (MAF)

A Census Bureau computer file of every address and physical location, including their geographic locations, that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by tribal, state, and local governments.

N

Nonresponse (NR)

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone or Internet response.

Nonresponse Followup (NRFU)

A field operation designed to obtain a completed interview from households where a self-response was not received. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will collect respondents' answers to interview questions or information about the status of the housing unit (for example, vacant or nonexistent). If all attempts to contact the individuals of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

P

Partner

A partner is a group or individual that commits to participate in some way with census activities.

Partnership

An agreement with tribal, state, and local governments, national organizations, and community groups (faith-based organizations, businesses, media, schools, etc.) that allows their active participation in various census activities.

Partnership Specialist

The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are increasing awareness and outreach in communities and gaining cooperation and participation from those communities.

Privacy Act

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.

R

Regional Census Center (RCC)

One of six temporary Census Bureau offices established to manage census field office and local census office activities and to conduct geographic programs and support operations.

Regional Office (RO)

One of six permanent Census Bureau offices that direct and advise local census offices for the 2020 Census. The Regional Office also conducts some one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to obtain information similar to long-form data and to provide communities a fresh, more current look at how they are changing.

Respondent

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

Response Outreach Area Mapper (ROAM)

A Web mapping application developed to make it easier to identify hard-to-count areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey estimates available in the Census Bureau Planning Database, available at <www.census.gov /roam>.

S

Self-Response

Self-response is where households complete and return their census questionnaire in a timely manner, directly to the Census Bureau, without requiring a census worker to visit the house to obtain their responses in person. Self-response—by internet, mail, or phone—is significantly less costly than in-person followup.

State Data Center (SDC)

The State Data Center (SDC) program is one of the Census Bureau's longest and most successful partnerships. This partnership between the 50 states, the

District of Columbia, Puerto Rico, the island areas, and the Census Bureau was created in 1978 to make data available locally to the public through a network of state agencies, universities, libraries, and regional, and local governments.

The SDC lead organization is appointed by the Governor of each state/commonwealth, Puerto Rico, the Island Areas (American Samoa, Guam, The Commonwealth of the Northern Mariana Islands, Virgin Islands) or the mayor of the District of Columbia.

Since its creation, the SDC network has provided access and education on Census Bureau data and products as well as other statistical resources to millions of data users.

Statistics in Schools (SIS)

A national program component of the 2020 Census with an emphasis on kindergarten through eighth grade students in schools located in hard-to-count areas. The purpose of Statistics in Schools is to educate all of the nation's K–12 students about the importance of the 2020 Census.

T

Title 13 (U.S. Code)

The collection of laws under which the Census Bureau operates. This law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

Transitory Locations

Sites that contain movable or mobile housing that may include transitory units such as boats, motorized recreational vehicles or trailers, tents, or other types of portable housing.

Transitory locations also include hotels or motels if being occupied on a transitory basis because the occupants have no other residence.

U

Update Enumerate (UE)

The UE operation is designed to update the address and feature data and enumerate respondents in person. UE is designated to occur in areas where the initial visit requires enumerating while updating the address frame, in particular in remote geographic areas that have unique challenges associated with accessibility.

Update Leave (UL)

This operation is designed to update the address and feature data and leave a choice questionnaire package at every housing unit (HU) identified to allow the household to self-respond. UL is designed to occur in areas where the majority of HU do not either have mail delivered to the physical location of the housing unit, or the mail delivery information for the HU cannot be verified.

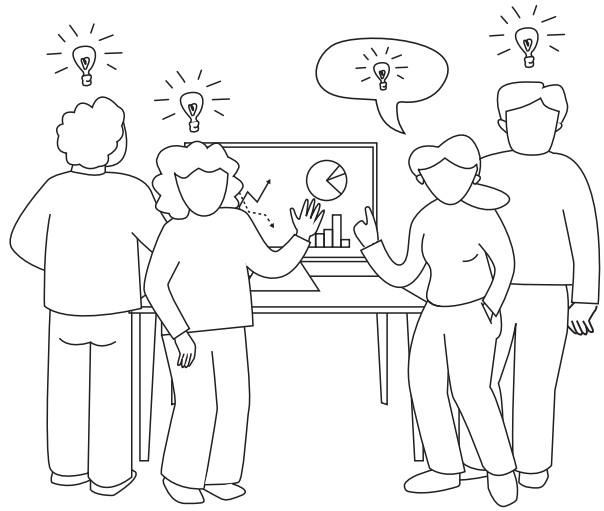
V

Value Added

Refers to any service or activity provided by partners that would ordinarily require payment such as room/space for training, use of staff time, and use of other business resources.

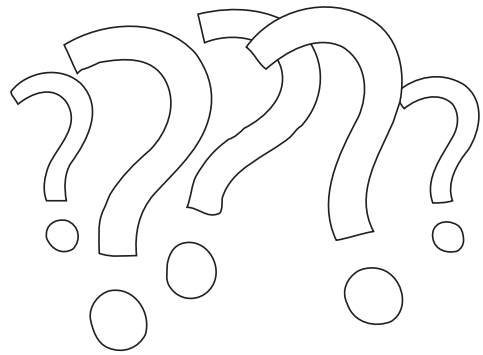
What Is A Census Solutions Workshop?

A solutions workshop is a creative, collaborative, problem-solving event that brings together diverse thinkers. A Census Solutions Workshop generates new ways of communicating the importance of census data, reaching hard-to-count populations, and encouraging participation in Census Bureau surveys and programs.



Why It Matters

A complete count ensures accurate census data that is critical for government programs, policies, and decision-making, but participation in Census Bureau surveys has declined in recent decades. We want to support your efforts to generate innovative and engaging ways to reach your communities.



How Can You Host A Workshop?

Businesses, city officials, community-based organizations, or anyone else can host a workshop. We created a toolkit to give you step-by-step guidance on how to host one.

The toolkit is available at: www.census.gov/partners.

For more information, please contact us at: census.partners@2020census.gov.



United States® Census Bureau

United States Census 2020



CONTACT INFORMATION

For additional information about the Complete Count Committee Program, please contact your regional census center.

If you reside in:	Please contact:
Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina	**ATLANTA** Atlanta.rcc.partnership @2020census.gov
Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin	**CHICAGO** Chicago.rcc.partnership @2020census.gov
Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming	**DALLAS** Dallas.rcc.partnership @2020census.gov
Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington	**LOS ANGELES** Los.Angeles.rcc.partnership @2020census.gov
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico	**NEW YORK** New.York.rcc.partnership @2020census.gov
Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia	**PHILADELPHIA** Philadelphia.rcc.partnership @2020census.gov

Attachment 3

city of plano

January 8, 2001

To: Honorable Mayor and City Council

From: Bill Hobbs, Chairman of the Complete Count Committee Bill Hobbs

Subj: Final Report – Census 2000 Complete Count Committee

The Plano Census 2000 Complete Count Committee was established in May 1998. It was created in response to a program initiated by the U.S. Census Bureau to involve local communities in the process of promoting participation by all residents during the Census 2000 count.

The Committee adopted the following mission statement:

> To plan and implement a locally based strategy to develop community awareness and support for Census 2000, promote participation by all Plano residents, and facilitate accurate and thorough census results.

The Committee developed the following critical tasks to guide it in accomplishing its mission:

- Promote public awareness of the pending Census in a timely fashion.
- Focus special attention on groups or individuals that have the greatest potential for undercounting such as: minorities, non-citizens, new residents, persons affected by language barriers, persons suspicious of the motives and use of the census and the homeless.
- Assist local Census Bureau office with personnel recruitment.
- Provide input on local logistics such as: locations for personnel testing/training, locations for assisting residents with their questionnaires and local organizations that can serve as resources and assist with outreach.
- Inform the public about the importance of an accurate census to the local community.

To best serve this mission and its critical tasks, the Committee was comprised of the following members, support personnel and organizational structure.

City Council Liaison: Steve Stovall

Members: Gary Base, Lars Clemensen, Patricia Ann Cole, Harvey Fishero, Rachel Welch Gomez, Carole Greisdorf, Julia Grenier, Bill Hobbs, Jeanette Lane, Nadia Tudor, Arthur Young, and Louisa Kessel, (Advisor from Collin County Community College.)

Texan Akers
Mayor

Jack Neudorff
Mayor Pro tem

Pat Dyer
Deputy Mayor Pro tem

Shep Stahel
Place 1

Pat Evans
Place 2

Steve Stovall
Place 5

John R. Roach, Jr.
Place 7

Jean Lambert

Thomas H. Muehlenbeck
City Manager

P.O. Box 860358
Plano, Texas 75086-0358
972-941-7000
http://www.ci.plano.tx.us

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Support Personnel (City of Plano)

Officer Eli Cuellar	-	Police Department
Christina Day	-	Planning Department
Wendy Lucas	-	Public Information
Roxanne Luna	-	Property Standards
Tara Nance	-	Planning Department
Sergeant Joe Parks	-	Police Department
Officer Tommy Ruiz	-	Police Department
Jeff Zimmerman	-	Planning Department

Support Personnel (Census Bureau)

Vince Feuerborn	-	Manager, Plano Census Office
Navy Chen	-	Partnership, Plano Census Office
Joseph Madden		Partnership, Dallas Regional Census Center

Organizational Structure

Committee Chair	-	Bill Hobbs
Committee Vice-Chair	-	Carole Greisdorf

Business Outreach Subcommittee
Harvey Fishero, Chairman
Bill Hobbs – Member
Jeff Zimmerman – Support

Community Outreach Subcommittee
Julia Grenier – Chair
Patricia Ann Cole – Member
Officer Eli Cuellar – Support
F.B. Larrea - Member
Roxanne Luna – Support
Tara Nance – Support
Sergeant Joe Parks – Support
Officer Tommy Ruiz – Support
Arthur Young – Member

Education Subcommittee
Carole Greisdorf – Chair
Gary Base – Member
Lars Clemenson – Member
Christina Day – Support
Louisa Kessel – Member
Nadia Tudor – Member

Publicity/Promotion Subcommittee
Rachel Welch-Gomez – Chair
Jeanette Lane – Member
Wendy Lucas – Support

Attachment A provides a summary of the key activities performed by each subcommittee of the Complete Count Committee. It is my belief that Plano's Complete Count Committee, through the activities of each subcommittee and the very effective partnership established with the Census Bureau, met its established mission and facilitated an accurate and thorough Census 2000 result for the City of Plano. Plano had the highest return rate (76%) of mailed questionnaires of any of the 10 largest cities in the State of Texas. Plano's return rate also tied for 13th among the most populated cities and counties in the entire country. I also believe that the final count will show that nearly all of the newly constructed homes and subdivisions were included in the count. This was accomplished despite the fact that the Census Bureau's address and map files were incomplete. Good field checking by the Census Bureau's Plano Office and sharing of information with City staff resulted in the identification of additional households for enumeration.

Attachment B provides a list of lessons that were learned by our Committee and a list of recommendations that we believe, if implemented, would improve future census projects.

It is my understanding that Plano's Complete Count Committee has been praised by the U.S. Census Bureau as one of the most outstanding teams in the state, and even in the country. We were selected and interviewed by a representative of the U.S. Census Monitoring Board, which was evaluating the effectiveness of the Bureau's Local Partnership program.

Performing at this level was possible because of the exceptional team assembled by the Council and City Manager to ensure that for "Census 2000, Plano Counts", (this was also our campaign slogan). Several committee and staff members provided support that was "above and beyond the call of duty." They include Patricia Ann Cole, Rachel Welch Gomez, Carole Greisdorf, Julia Grenier, Nadia Tudor, Christina Day, and Wendy Lucas. These persons put in extra shifts at promotional events such as the Balloon Festival and were always willing to "go the extra mile" to ensure that a particular project or activity was successful. Their dedication to our Committee's mission was instrumental to our success. I feel that we were very lucky to have these individuals and the group as a whole. We functioned as a very hard-working and dedicated team working towards a common goal.

On behalf of the committee, I would like to thank the City Council, particularly our liaison Steve Stovall, for giving us the opportunity and the support to be part of this important endeavor. I think much of the success of the census count in Plano is due to our enlightened and conscientious citizenry. I also feel that our group played a significant role in the overall process. It is very important for the public to understand that an accurate census count has local as well as national implications. I think we helped to reinforce that perspective.

CENSUS 2000 COMPLETE COUNT COMMITTEE ACTIVITIES AND ACCOMPLISHMENTS

Business Outreach Subcommittee – The Business Outreach Subcommittee focused its efforts on local business groups such as the Plano Chamber of Commerce, the local AMBUCs group, the City Center Association, and the Small Business Development Center of Collin County Community College (CCCC). Presentations were made to the Chamber Board, the Chamber Government Relations Committee, and the Chamber Executive Committee. Notices were also placed in the Chamber's weekly electronic newsletter and in its monthly, published newsletter. The committee found it was difficult to reach out to businesses such as restaurants and retail stores that are most likely to employ persons who have been traditionally undercounted.

Community Outreach Subcommittee – This subcommittee participated in a wide range of activities. Some were intended to educate and inform the public in general, while others were targeted towards specific groups. Examples of the subcommittee's activities include:

1. Operating booths at special events such as craft fairs, the Plano Balloon Festival, the Dickens/Christmas Tree Lighting ceremony, and the Martin Luther King, Junior Celebration;

2. Participating in the Christmas Parade, the Martin Luther King, Junior Day Parade, and the July 4th Parade;

3. Distributing fliers, posters, and handouts at local churches, DART stations, the Day Labor Center, Wal-Mart, and specifically targeted apartment complexes and businesses that are frequented by traditionally undercounted persons;

4. Contacting and working with service groups and organizations such as the Ministerial Alliance, Plano Community Home and other providers of housing for the elderly, Plano Santas, Catholic Charities, Children's Medical Clinic, WIC, Dental Services and Assistance Center, and social clubs; and

5. Providing speakers to various meetings and special events.

Education Subcommittee – This subcommittee made every effort possible to enable students and parents to understand the importance of participating in the 2000 Census Count. Materials were provided by the Census Bureau and by the Publicity and Promotions Subcommittee. The Bureau's materials were targeted specifically toward school-aged children and were well done, but they were late in arriving. This group's accomplishments included:

1. Placing news releases and graphics in school and district newsletters;

2. Placing messages about the 2000 Census Count on school marquees;

3. Speaking to the Council of PTAs, PTA & PTO Presidents Council, the Faculty Council, PISD Administration, and the School Board regarding the importance of participating in Census 2000;

4. Distributing curriculum materials regarding the census to every school in the district;

5. Distributing posters to every school and district facility;

6. Sending frequent e-mail messages to administrators about the importance of stressing census participation by all students and staff members;

7. Involving high school and senior high school student governments in volunteer efforts to promote census participation;

8. Disseminating census information to interested pre-schools and day care centers; and

9. Providing census materials to Plano campuses of Collin County Community College.

Publicity/Promotions Subcommittee - This subcommittee worked closely with the committee, as a whole, and other subcommittees to develop applicable promotional materials and programs. Although the Census Bureau provided a variety of promotional materials and a national advertising campaign, the group felt strongly that locally oriented materials and programs were needed, as well. The group was convinced that materials were needed that aptly noted the impacts of an accurate census on Plano and its citizenry. The subcommittee's activities included:

1. Developing a logo and motto, "Census 2000, Plano Counts" for use on promotional materials;

2. Developing fliers, posters, and bookmarks for distribution in various programs and locations;

3. Assisting the Plano Television Network (PTN) in the preparation of a promotional video for frequent broadcasting; and

4. Preparing and distributing census information via news releases, the City's web site, and weekly newspaper column.

Staff Involvement – In addition to providing support to each of the subcommittees, City staff was involved in a number of activities to assist the Census Bureau in locating homes, addresses, and gathering places of its residents. Some of this work began as early as 1990 and continued through the spring of 2000. Staff activities included:

1. Participating in the Local Update of Census Addresses program (LUCA) – On multiple occasions since 1990, City staff provided updated address lists, street locations and street names to the Census Bureau. Despite providing electronic files, staff was required to hand draw new streets and subdivisions onto the Bureau's maps. Staff filed an appeal with the Census Bureau regarding the final LUCA address list. As a result, the Bureau agreed to add 584 missing addresses to its file.

2. Participating in the Bureau's New Construction Program – In addition to those addresses not included in the LUCA coverage areas, City staff identified over 9000 missing addresses that were classified by the Census Bureau as "New Construction." The Census Bureau included these addresses on its list for follow-up enumeration.

3. Providing information on service locations – Staff provided a list of locations where services are provided to displaced families or individuals.

4. Providing information on outdoor living areas – Staff provided descriptions of locations where homeless or transient persons might take refuge.

5. Providing general assistance and coordination – Staff coordinated preparations for meetings and special events, provided for the publication and distribution of local promotional materials, and maintained contact with local and regional offices of the Census Bureau.

Attachment B

CENSUS 2000 COMPLETE COUNT COMMITTEE COMMENTARY AND RECOMMENDATIONS

The United States Census Bureau established the 2000 Partnership Program in order to improve the accuracy and effectiveness of the census process. This was the first such undertaking on the Bureau's part. Individual cities were asked to create "Complete Count Committees" to coordinate local efforts to improve participation and accuracy. In turn, the local offices of the Bureau made staff persons available to assist these committees. It was under this arrangement that the Plano City Council formed the Census 2000 Complete Count Committee.

Because this was a new program, neither the Bureau's staff or the Committee had a "track record" in this regard. The Census Bureau had developed a recommended process for local committees to work from and a number of promotional materials. This information was generally helpful, but not totally applicable to the needs of Plano. Therefore, the Committee required considerable time to determine the best course of action for Plano. The Committee worked diligently to define a process that was consistent with the community's needs and its resources.

The Census Bureau has yet to decide if the Partnership Program will be used for the 2010 Census. It is in the process of surveying cities to obtain their input. Whether this program is used again or not, it is still important to identify those components of the process that were effective, those that were ineffective, and the applicable reasons for each. Below are lists of strengths, weaknesses, and suggested improvements for the process:

Strengths:

1. The Census Bureau developed a wide array of promotional materials aimed at a variety of audiences for use at the local level.

2. The Committee was able to supplement the Bureau's materials with handouts and posters (in English and Spanish) that stressed the importance of an accurate census count to this community.

3. The Committee's message was generally well received wherever it was presented. Most people were receptive to the Committee members and the need for census participation.

4. The Dallas Regional Office of the Census Bureau and the temporary Plano Office were both eager to work with the Committee and to provide information and materials. The local office did its best to apprize the Committee of changing conditions and policies.

5. Although somewhat undermanned, the Committee was comprised of several people who were willing to commit large amounts of time and effort to the process. Much of the members' work took place outside of the regular meeting schedule.

6. The Committee included people from different backgrounds and experiences who were able to use a variety of resources during this process.

7. Representation from the PISD Board, along with a high-ranking administrator, was instrumental in reaching a high percentage of the student population including minorities.

2-8

8. A high level of staff commitment from a wide range of City departments and divisions improved the Committee's understanding of the City and its resources.

9. Although not totally applicable to Plano, information provided by the Census Bureau on planning and organizing local strategies proved to be a good starting point.

Weaknesses:

1. The Committee started somewhat late in the process and was often in a "catch-up" mode.

2. Despite its varied backgrounds, the committee was small and somewhat lacking in certain facets of the community. For example, the committee had only two representatives of the business community, three from minorities, and none from the clergy.

3. Although its staff worked hard to keep the committee apprised, the Census Bureau's changing policies, and/or interpretation of those policies, often forced the Committee to adjust its activities and deadlines.

4. Immigration and Naturalization Services (INS) initiatives were sometimes in conflict with efforts to count all residents. Some minority residents may have been hesitant to participate for fear of deportation.

5. There were concerns raised locally and throughout the country about some questions on the long form, particularly those dealing with income. Despite confidentiality requirements, some residents were concerned that the information would be made available to the Internal Revenue Service (IRS) and other agencies.

6. There was no venue available for Plano's Complete Count Committee to share ideas with Committees from other cities. As a result, there was no opportunity to capitalize on the successes and failures of others.

7. The Census Bureau mailed notices to residents in advance of mailing the actual census forms and requested that recipients select the preferred language of the form that would be mailed to each household. This was a good idea, but there was inadequate time to respond before census forms were sent. As a result, the language defaulted to English.

8. Local businesses that were part of national chains were often unwilling to allow the posting of census materials due to a concern that it might violate company policies. As a result, the Committee was unable to reach persons, particularly members of typically undercounted groups, who may be served or employed by these establishments.

9. PISD experienced a delay of three to four months in receiving educational materials ordered from the Bureau. A more timely delivery would have allowed more time to promote the census to students and their parents.

10. The Census Bureau's mapping system was unable to receive and use automated street and block updates. Instead, the staff was required to hand draw this information onto hard copy maps provided by the Bureau. Often this information was not yet transferred to the Bureau's official maps and staff was required to repeat the same information with the next update. If the Bureau had a more modern, updateable system, there may have been a significant

reduction in the number of addresses requiring individual enumeration at the end of the process.

Recommendations

1. Form a committee comprised of 20-25 persons including representation from various minority groups. For example, Asians now comprise a significant portion of Plano's population. Also, increase representation from the business community, including those businesses that employ a large number of minorities. Clergy representation may also prove to be beneficial. Appoint persons of influence in their respective fields and communities, as well as those who will be willing to devote considerable time to special events and activities. The 2000 Complete Count Committee was very fortunate to include persons who were willing to "roll up their shirtsleeves" and do whatever was necessary to inform the public about the upcoming census.

2. Establish the committee 18 – 24 months prior to April 1, 2010. The 2000 Committee was initially formed in 1998, but with only five members it struggled until the committee membership was increased and reorganized. Considerable time should also be spent in identifying and recruiting prospective members prior to the actual formation of the committee.

3. Encourage the Census Bureau to begin implementing changes to its data base system, particularly its mapping program. The system should include the latest technology and should be capable of receiving and processing automated files.

4. Encourage the Census Bureau to begin planning for its Local Partnership Program well in advance of implementation. It is our understanding that the Census Bureau has initiated a survey of local officials to determine the effectiveness of this program. It is also suggested that the Bureau consider forming panels through its regional offices that include representatives of the 2000 Complete Count Committees from participating cities. The membership of these panels could share information and make recommendations for improving the process that will be implemented for the 2010 Census.

5. Encourage the Bureau to provide for ongoing panels, represented by members of the 2010 Complete Count Committees in each region, to function during the 2010 census process. This would provide an opportunity for a sharing of ideas so that each individual city would have an opportunity to capitalize on the experiences of others.

6. Encourage the Census Bureau to explore alternatives to the "long form" survey and/or improve its educational efforts in this regard. This form was essentially the same as the one used in 1990; however, its complexity and the detailed nature of many of its questions surprised many recipients. The vast majority of the questions, including those dealing with income, are important to the City in planning for public services and participating in federal programs.

7. Encourage the Census Bureau to begin its planning process early, including the development of policies, guidelines and expectations for Complete Count Committees, and promotional materials and programs. This information should be shared with local governments whenever possible, and opportunities should be given for local input and conflict resolution.

2-10

8. Encourage the Census Bureau to work closely with INS and other federal agencies during the census process to ensure that the actions of one group do not unintentionally disrupt those of another.

9. Encourage the Census Bureau to develop partnerships with major businesses, particularly national retailers and restaurants, to help inform their customers and employees about the census count and its impact.

10. Encourage the Census Bureau to provide adequate time between the mailing of introductory information and the mailing of the actual survey forms. An individual household should have adequate time to select and receive a form translated into its preferred language. Reducing language barriers will result in increased response from historically undercounted households, as well as greater accuracy.

Finally, it is the Census 2000 Complete Count Committee's opinion that the Local Partnership Program is a worthwhile endeavor. The Committee is not aware of and cannot account for the cost effectiveness of this program from the Census Bureau's standpoint. We are convinced that local involvement is a necessary part of the process because it:

1. Encourages a sense of teamwork and cooperation between both levels of government;

2. Allows local communities to provide valuable input to the process that might otherwise be omitted; and

3. Increases the level of knowledge and understanding of local residents regarding the census and its importance to them individually and to the communities in which they live.

Attachment 4

MEMORANDUM

DATE: May 12, 2010

TO: Thomas H. Muehlenbeck, City Manager
Frank F. Turner, Deputy City Manager

FROM: Steve Sims, Senior Planner

SUBJECT: Plano 2010 Census Complete Count Committee

Plano 2010 Census Complete Count Committee (Committee) has completed its task of promoting the 2010 Census and encouraging Plano residents to participate. The Committee has produced a report for the City Council which contains the following topics:

- Purpose of Committee;
- Summary of activities;
- Plano's mail return rate;
- Budget and finances; and
- Suggestions for the 2020 Census.

The City Council Report is attached to this memorandum and some of the highlights include:

- Promotion of the 2010 Census at numerous community events, local businesses, and at meetings with cultural and social organizations;
- 76% mail return rate, top among the state's largest cities and comparable to neighboring communities; and
- Spent only $7,250 from a $30,000 budget.

The Committee chair, vice chair and staff are available to present the report to City Council at the May 24, 2010, City Council meeting. We request the Committee be dissolved at the conclusion of the presentation.

Attachment: Plano 2010 Census Complete Count Committee City Council Report

Plano 2010 Census Complete Count Committee
City Council Report

Introduction

The Plano City Council created the Plano 2010 Census Complete Count Committee (Committee) in March 2009 to promote participation in the 2010 Census of Plano residents. The following report summarizes activities of each subcommittee, states the results of Plano's mail return rate, provides a financial summary of the expenditure of city funds, and concludes with suggestions for consideration for the 2020 Census.

Committee Membership

The original Committee consisted of 18 members appointed by City Council, and there was a provision in the organization plan where new members could be added and deleted over time and expand up to a maximum of 24 people. By April 2010, there had been a turnover of several committee members and membership included 20 people.

The committee members were Plano residents or were affiliated with businesses based within the city. The Committee was also quite diverse, reflecting Plano's population. This was extremely important as the members provided valuable advice on how to promote participation in the 2010 Census to Plano's hard-to- count residents.

Here is a listing of the committee members and the organizations they were affiliated with as of May 1, 2010:

Mr. Roy Frady - Pastor of Willow Creek Community Church
Ms. Sylvia Garcia - Saint Mark the Evangelist Catholic Church
Ms. Mary Alice Garza - Plano Multicultural Outreach Round Table
Mr. Madan Goyal - Plano resident and representative of Asian Indian community
Dr. Myrtle Hightower - Plano Community Charity
Ms. TJ Johnson - Plano African American Museum
Ms. 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
Mr. Daniel Long - Plano Homeowners Council
Mr. Marcus Ludwig - WalMart
Dr. Thomas Martin (Chair) - Associate Vice President for Research and Institutional Effectiveness at Collin College
Mr. Tony Mauro - Plano Homeowners Council
Mr. Jim McGuire - Community Services Coordinator at Chase Oaks Church
Ms. Jun Melvin - Plano Independent School District
Ms. Cara Mendelsohn (Vice Chair) - President of the Plano Independent School District PTA Council
Ms. Dawnetta Miller - Immediate Past Chair for Equality Texas
Ms. Khadra Simmons - U.S. Postal Service
Ms. Dollie Thomas - Plano Independent School District
Ms. Karen Wells - Branch Manager for ResCare Home Care

Subcommittee Reports
The Committee was divided into four subcommittees to distribute work responsibilities and increase effectiveness. The four subcommittees were Business, Community Networking, Institutional, and Media. A summary of the subcommittee responsibilities along with completed activities is provided.

Business Subcommittee
Staff: Grisenia Matos, Community Services Supervisor
Committee members: Daniel Long, Marcus Ludwig, Tony Mauro

The Business Subcommittee was responsible for identifying major businesses in Plano and determining the best way to include these organizations in the promotion of the 2010 Census. The Subcommittee formed a list of major employers in Plano. Ms. Grisenia Matos sent out a notice to 92 Plano businesses. A total of 56 businesses responded requesting a promotional flyer (produced by the Institutional Subcommittee) which was sent by electronic mail to distribute to their employees.

Community Networking Subcommittee
Staff: Steve Sims, Senior Planner
Committee members: Roy Frady, Mary Alice Garza, TJ Johnson, Graciela Katzer, Jian Li, Jim McGuire, Dawnetta Miller, Dollie Thomas, Karen Wells

The Community Networking Subcommittee was responsible for identifying the hard-to-count population in Plano, developing ideas for outreach to these populations, and promoting the 2010 Census at community events. Through assistance from staff, the Subcommittee reviewed Plano's mail return rates from the 2000 Census. This helped the Subcommittee identify which areas and groups within the city needed extra encouragement to participate.

The hard-to-count population was quite diverse. Census tracts with lower than average rates included areas of Plano where each of the following groups predominated the tract: affluent and low income households, the senior population, Asian, and Hispanic households. The Subcommittee shared this information with the other three subcommittees to assist them with outreach efforts.

The Subcommittee was quite busy and promoted the 2010 Census with informational materials, flyers, a sample census form, and answering questions from the public at these events:

May 2009 - Plano Multicultural Roundtable New Citizenship Workshop
June 2009 - Juneteenth Day Celebration
July 2009 - 4th of July Parade
September 2009 - Plano Balloon Festival
October 2009 - Plano International Festival
November 2009 - Plano African American Fun Run
January 2010 - Martin Luther King Day Celebration Health Fair
April 2010 - Live Green Expo

Committee member Jian Li made arrangements for promotional opportunities targeted specifically for Plano's Asian community. These events included the World Peace Table Tennis Tournament in December 2009, and the Chinese New Year Celebration at the Asia World Market in February 2010.

Committee member Dawnetta Miller invited Census Bureau staff and support staff from the City of Frisco and the City of Plano to attend the March 2010 Collin County Gay and Lesbian Alliance meeting to promote participation in the 2010 Census.

Committee member Graciela Katzer organized several Hispanic outreach events from February through April 2010 at the Fiesta Market and at Terry's El Mariachi Mercado. The events included distribution of 2010 Census in Spanish along with assistance and instruction on filling out and returning the 2010 Census forms.

Committee member Roy Frady made arrangements with Plano Profile Magazine to produce an article which featured the committee's efforts on promoting the 2010 Census. The article was published in the Plano Profile Magazine and distributed to 50,000 households in Plano at no cost.

Institutional Subcommittee
Staff: Monique Coleman, Neighborhood Planner
Members: Sylvia Garcia, Myrtle Hightower, May Li, June Melvin, Cara Mendelsohn, Khadra Simmons

The Institutional Subcommittee's primary goal was to inform the public of the importance of participation in the 2010 Census and how each individual's response would have a direct impact on Plano's community resources and institutions such as schools, hospitals, and local government services. In addition to informing the public at large, the Institutional Subcommittee aimed to increase 2010 Census awareness with each institution's employees.

The Subcommittee applied for and was awarded a $2,912 grant from the Census Bureau which was used to purchase promotional materials (800 black grocery tote bags and 1,000 bottles of hand sanitizer). These items were distributed at PTA meetings, day care centers, urgent care facilities, libraries, recreational facilities, Speakers Bureau engagements, community events, and at the Plano Municipal Center.

The Subcommittee developed the *Plano Makes Census* newsletter to demonstrate the significance of census data to Plano institutions. The subcommittee distributed 1,000 copies to the Plano schools, major health care centers, community facilities and events. Electronic-only copies of the *Plano Makes Census* newsletter were sent to some local hospitals and through the Business Subcommittee to 56 businesses in Plano. The Subcommittee also distributed posters promoting the 2010 Census at all Plano libraries and recreation centers.

Committee member Cara Mendelsohn promoted participation in the 2010 Census at several PTA Council meetings at Plano ISD schools throughout the city. Monique Coleman provided 2010 Census promotional materials to an African American fraternity (Alpha Phi Alpha) and sorority (Delta Sigma Theta) fundraiser held at Plano Centre. Ms. Coleman was also responsible for the distribution of 2010 Census promotional items in Mandarin Chinese to the Plano libraries during the Chinese New Year celebration and film festival in February 2010. Overall, the Subcommittee circulated 4,611 census promotional items in Plano through 26 institutions.

Media Subcommittee
Staff: Wendy Jorgensen, Senior Public Information Coordinator
Member: Madan Goyal

The Media Subcommittee was responsible for developing items and programs to encourage participation of Plano residents in the 2010 Census process. Promotional items such as flyers and posters could be used by other subcommittees and for promotional opportunities at community events. Here is a summary of the Subcommittee activities.

- Media Relations: Developed a comprehensive list which included ethnic and community-specific media to represent the diversity of Plano. With the Census Bureau making national and regional media buys, the Subcommittee found efforts for local, community-specific television coverage to be better served by the Plano Television Network (PTN). PTN produced news stories on the Committee's efforts for "Plano Wired." A press release was issued in April 2009, to alert residents to the census workers performing address verification in the community. In January 2010, a press release was issued to promote the proclamation presentation and February 2010, as Census Awareness Month in Plano.

- Languages: Materials were primarily created in English and Spanish languages. Spanish translation services were provided by the Census Bureau as needed along with posters and materials in other languages, including Mandarin Chinese and Korean.

- Promotional Materials: The Subcommittee prepared the materials to support community events and speaking engagements such as parade/event flyers, banners, and ink pens. The Subcommittee also prepared the artwork for the hand sanitizer bottles and grocery tote bags which the Institutional Subcommittee purchased using grant funds from the Census Bureau. The Census Bureau provided committee members with shirts to wear during promotional events and other materials as they became available.

- Utility Bill Inserts: The Subcommittee created two utility bill inserts which were distributed in November 2009, and February 2010. These were mailed to 74,000 city water customers.

- Posters: Utilizing a volunteer graphic designer from the Volunteers in Plano (VIP) program, the Subcommittee created a poster to display at city libraries and recreation centers. These posters were distributed by the Institutional Subcommittee.

- 2010 Census Awareness Month: The Subcommittee coordinated a Proclamation Ceremony by the City Council at their meeting on February 8, 2010. The proclamation declared February as Census Awareness Month in Plano. A press release was generated along with decoration of the Plano Municipal Center display unit. This timing coordinated with the February utility bill distribution.

- Speaker's Bureau: Utilizing another VIP volunteer, the Subcommittee created a list of local cultural and civic organizations that might welcome Plano 2010 Census Complete Committee (Committee) members and staff to present information about the census at an upcoming meeting. Letters were mailed in early January 2010. The Speakers Bureau, composed of staff and committee members, promoted the 2010 Census at 11 civic and cultural organizations starting in January and ending in April.

- Website: The Subcommittee registered the domain www.planocensus.org. The site was promoted as part of the Committee's logo. Information was updated as needed with photos of members at events, safety information, and census procedure updates. Short information articles were also posted on the City's main website at various times. The website will remain active with updated information on the 2010 Census until the Census Bureau's Non-Response Follow-Up Campaign ends in the fall of 2010.

Plano's Mail Return Rate

The diversity of the Committee along with promotional events targeting the City's hard-to-count population was quite effective. Plano's mail return rate was 76% for the 2010 Census, the same as for the 1990 and 2000 Censuses. However, Plano is a much different city in 2010 than it was in 1990 and even 2000. The total population has reached an estimated 265,000 people, 39% of city residents identify themselves with ethnic minority groups, and 25% were born in another country. This may have been the first experience with a United States census for many Plano residents. Considering all of these factors, a 76% mail return rate was quite good.

Plano ranked first in terms of mail return rates of census forms among cities with populations over 150,000 in Texas. El Paso (73%), along with Amarillo (72%), Lubbock (72%), Arlington (70%), Fort Worth (70%), and San Antonio (70%) were among the top five in terms of mail return rates. Cities such as Dallas (65%) and Houston (67%) had some of the lower rates among Texas large cities. Fairview (85%), Allen (80%), and Frisco (77%) were the top performers in the North Dallas region while Plano tied with McKinney and Richardson. All of these cities are much smaller than Plano with a few of the communities with resident populations which are less diverse.

Promotional efforts towards the Asian and Hispanic populations in Plano were quite effective. Three of the five census tracts composed mostly of Hispanic residents saw an increase in mail return rates from the 2000 Census. Mail return rates in some of the Asian census tracts surpassed 80% in most cases while one tract, 316.37 (bound by Hedgcoxe Road on the north, Independence Parkway on the east, Legacy Drive on the south, and Coit Road on the west) had a 90% return rate, the highest in Plano. Areas with rates much lower than the rest of the City included census tracts with numerous multifamily developments located on both sides of U.S. Highway 75 and at the southwest corner of Park Boulevard and Independence Parkway, as well as along the Preston Road corridor and the Legacy Town Center.

Financial

The City provided $30,000 to support the Committee's activities. The funds were spread over two fiscal years with $9,000 from the 2008-2009 budget and $21,000 from the 2009-2010 budget. The committee spent $653.25 during the 2008-2009 fiscal year. The remaining funds from that budget were carried over into the 2009-2010 budget, of which $6,590.01 were spent on promotional materials and activities. Altogether, $7,243.26 was spent out of the $30,000 appropriated for the committee.

Several factors helped the Committee to stay under budget. First was the utilization of existing equipment for construction of the booths. Second, the Census Bureau provided numerous flyers and posters for the Committee's use that saved money which would have been spent on printing costs. Third, the award of the grant from the Census Bureau to the Institutional Subcommittee saved the Committee $2,912 in purchasing the promotional items such as the hand sanitizer bottles and grocery tote bags, which were quite popular at community events and Speakers Bureau engagements. Finally, the request of businesses to promote the 2010 Census and arrangements with the cultural and civic organizations for Speakers Bureau opportunities were handled by electronic communications and the telephone. This saved hundreds of dollars in printing costs and postage.

Suggestions for 2020

The Committee was successful in promoting the 2010 Census and encouraging Plano residents to complete and return their census forms. However, there is always room for improvement. There is a good chance by 2020 Plano will be even larger than today with more diversity, a much larger senior population, and even more people unfamiliar with the United States census process and more skeptical about sharing their information with the federal government. Here are some suggested changes which could help the Committee's effort in 2020 if called back into service.

- Identification of Hispanic leadership - One of the more difficult tasks was getting the word out to Hispanic residents about the 2010 Census. Hispanic community leaders in Plano need to be indentified and invited to participate to help with the outreach effort.

- Outreach to young adults - This was a national problem which was expressed in Plano through low mail return rates (60 to 65%) in Downtown Plano, Legacy Town Center, and the apartments along the Preston Road corridor. Ideas to encourage young people to participate in the 2020 Census will be necessary.

- Committee membership requirements - Several committee meetings were canceled due to lack of quorum. This was problematic when trying to approve meeting minutes and getting direction and feedback from the Committee regarding proposals. Consideration should be given to some type of stipulation being put into place regarding committee member attendance. Frisco and McKinney also had a large number of members serving on their complete count committees. Both cities considered the group as an ad hoc committee where no quorum was required, thus allowing the members to move forward with plans and be more effective.

- Improved communication among committee members regarding tasks completed or items needed for projects.

- Increased efforts to recruit participation from faith-based organizations.

- Ideas to engage participation from school districts - Participation was successful with Plano ISD because the Committee had strong contacts through the administration and PTA Council. Frisco ISD officials did not participate on the committee. The tracts served by the five Frisco ISD campuses within far northern Plano are quite diverse and are composed of young families with school children. Their mail return rates were lower (upper 60s to mid 70s) than the rest of the city.

- Future Subcommittees - Subcommittee functions from the 2000 Census were carried over for use in the 2010 Census and were effective for the most part. However, a different subcommittee structure may be needed for the 2020 Census to address an even more diverse community. The responsibilities of subcommittees should be re-evaluated if a Complete Count Committee is created for the 2020 Census.

- Outreach to Seniors - This was another difficult group to reach. The Committee was in need of more seniors to serve as members and target promotional efforts for the 65 and over population. Several people were asked in 2009 to participate on the Committee but declined membership.