

Date: August 28, 2020

To: Mayor Harry LaRosiliere and Plano City Council

From: Alan Johnson, Chair, 2020 Census Complete Count Committee

Subject: 2020 Census Complete Count Committee Final Report

After working persistently from February 2019 to July 2020, the Plano 2020 Census Complete Count Committee has completed the tasks assigned by City Council and is privileged to submit a final report summarizing its accomplishments. Despite significant challenges, foremost of which was the outbreak of the COVID-19 pandemic just as census forms were hitting mailboxes across the country in March 2020, the committee is proud to report that Plano's self-response rate equaled 69.7% at the time door-to-door enumeration began in August 2020. This ranks first among the 15 largest cities in Texas and exceeds the self-response rate of Collin County, Texas, and the United States.

The committee's report contains the following information:

- Executive Summary
- Committee Purpose, Structure, and Function
- Challenges for 2020
- Core Messaging and Promotional Materials
- Strategies and Accomplishments
- Regional Partnerships
- Schedule of Events
- Recommendations to the 2030 Census Committee

Highlights of committee's accomplishments include:

- Almost 70% self-response rate, including an online self-response rate of almost 66%
- Contribution of over 500 hours of volunteer service
- Distribution of 60,000 promotional items and outreach to an estimated 91,000 residents
- Attendance at over 75 events and presentations at over 50 community meetings
- Production of promotional items and videos in various languages
- Partnership with Plano ISD to distribute nearly 11,000 promotional materials, including 2020 Census-themed coloring pages and crayons, to elementary schools in "hard-to-count" areas of the city
- Partnership with the Collin County Business Alliance on special events, social media messaging, and outreach to local businesses
- Expenditures for promotional efforts totaling \$31,710, well under the approved budgeted amount of \$75,000

Membership of the committee included:

Alan Johnson, Chair	Graciela Katzer	Rich Holmer
Chris Downs, Vice Chair	Jamee Jolly	Rick Horne
Amit Warkad	Jamuna Thill	Ron Dubner
Catherine Riggle	Jerrald Smith	Shaheen Salam
Cathy White	Judi McClain	Subir Purkayastha
Corrine Miklosh	Julie Holmer	Summer Kim-Davis
David Smith	Khalid Ishaq	Tania Rodriguez
Denise Hamilton	Mary Alice Garza	Tianle Tong
Diane Johnson	Owen Cheng	Zeb Khan
Grace Wang	Pat Greer	

City of Plano support staff included:

Michael Bell, Planning (Committee Co-liaison)
Steve Sims, Planning (Committee Co-liaison)
Anthony Andros, Libraries
Chaniece Small, Neighborhood Services
David Powell, Planning
Sgt. Jeff Haynes, Police
Karen Suiter, Planning
Kendra Cobbs, Planning
Michelle Hawkins, Parks & Recreation
Natalie Evans, Neighborhood Services
Wendy Jorgensen, Communications & Community Outreach

We would also like to thank the following persons and organizations for their support of the committee:

Tenishea Turner, U.S. Census Bureau
Marsiela Gonzalez, U.S. Census Bureau
Pooja Singhania, Collin County Business Alliance
Monica Shortino, Collin County Business Alliance
Lesley Range-Stanton, Plano ISD
Carole Greisdorf, Kickoff Meeting Facilitator
Baylor Scott & White Medical Center of Plano
Compass Bank

Myself and the Committee Vice Chair Chris Downs will present the final report to City Council during its meeting on September 14, 2020. On behalf of the entire committee, we thank the City Council for its leadership and are grateful for the rewarding opportunity to participate in the “2020 Census - Shaping Plano’s Future!”

xc: Christina Day, Director of Planning
Michael Bell, Comprehensive Planning Manager
Steve Sims, Lead Planner

Attachment: 2020 Census Complete Count Committee City Council Report