

**Census 2020**  
*Shaping Plano's Future*

# 2020 Census Final Report

## Complete Count Committee

February 2019 - July 2020  
Chairperson - Alan Johnson



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Shaping Plano's Future

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# 1. EXECUTIVE SUMMARY

Every ten years, the United States Census Bureau conducts a census to count the number of people living in the United States and determine the number of seats each state receives in the U.S. House of Representatives. Other uses of census data include political redistricting, distribution of over \$675 billion in federal funding, and planning for infrastructure and social services, as well as understanding demographic changes in the country. A complete and accurate count is essential to these efforts.

In November 2018, as was done in support of past decennial censuses, the City of Plano appointed a Complete Count Committee (CCC) charged with outreach and education for the 2020 Census in Plano. A budget of \$75,000 was provided to support the committee's efforts. The primary goals of the committee included:

- Performing outreach to Plano residents regarding the upcoming Census and the benefits of an accurate count for the city.
- Encouraging residents to promptly self-respond to the Census, eliminating the time and tax dollars spent sending enumerators (Census employees) door-to-door to gather information.
- Targeting promotional and educational efforts to typically hard-to-count or under-reported demographic groups.

To achieve these goals, the CCC reviewed recommendations from the 2010 committee and prepared an ambitious Outreach Strategy to guide committee efforts and prioritize resources that would have the greatest impact. This strategy was unique from past census committees as, for the first time ever, the 2020 Census included an online response option. This provided a great opportunity for easier response, but also brought additional concerns related to cybersecurity and safety of personal information. An additional challenge included a controversial effort to include a question regarding citizenship status on the 2020 census form. The committee's outreach strategy was prepared to respond to the challenges and opportunities. Outreach began in July 2019 and intensified as census forms were mailed to the public starting March 12, 2020.

Unfortunately, the committee's work quickly stalled after March 15, 2020, due to the COVID-19 pandemic, as the State of Texas limited social engagement to mitigate spread of the virus and the City of Plano declared a Health Emergency. During the city's declaration, all boards and commissions, with the exception of the Planning & Zoning Commission and City Council, suspended activities until further notice. The CCC members resumed outreach efforts around May 1, 2020, as the City of Plano Health Emergency declaration expired. Yet efforts slowed once again due to the reluctance of some businesses and social service agencies to host committee members engaging the public regarding the 2020 Census due to health safety concerns for their customers and clients.

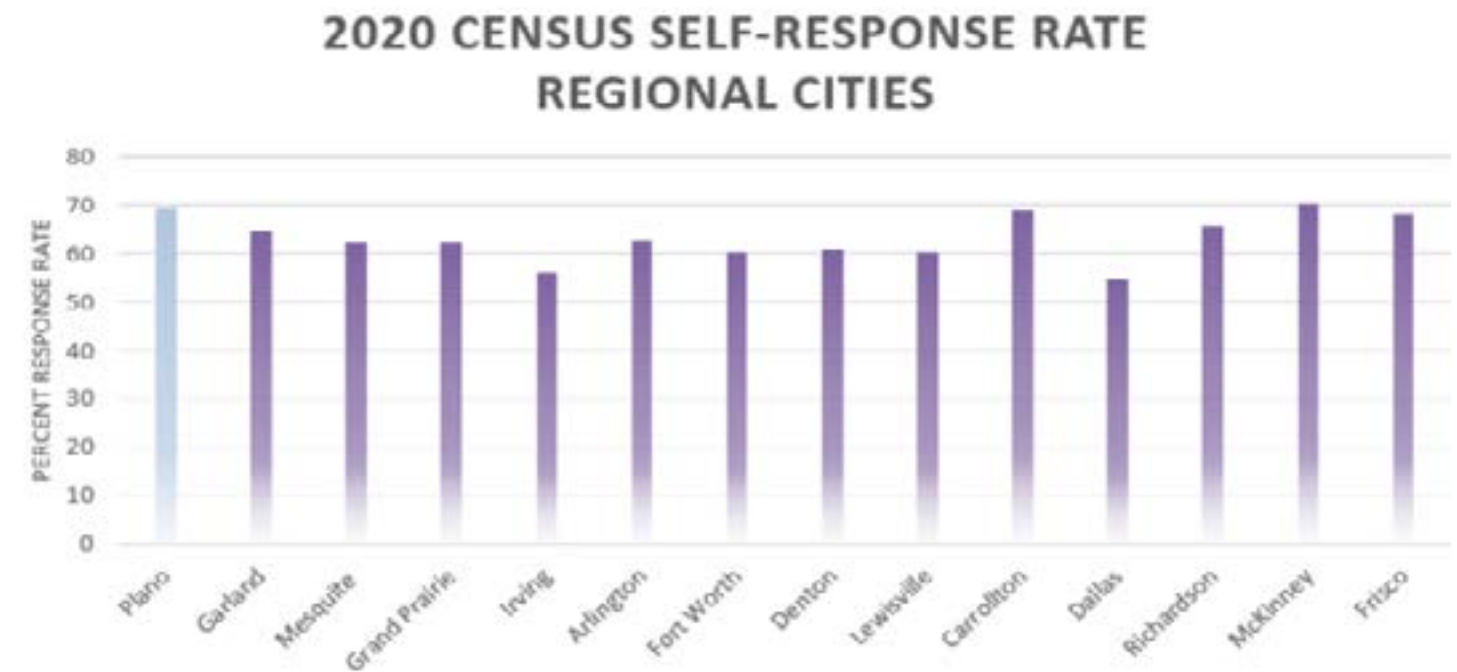


CCC at Local Event

The work of the committee concluded in the summer of 2020 as the U.S. Census Bureau started its non-response follow-up campaign. This activity involves sending enumerators to visit households that have not completed the Census form. The campaign was originally scheduled to begin in May, yet due to the pandemic, this action was delayed until August 9, 2020 and will cease on September 30, 2020.

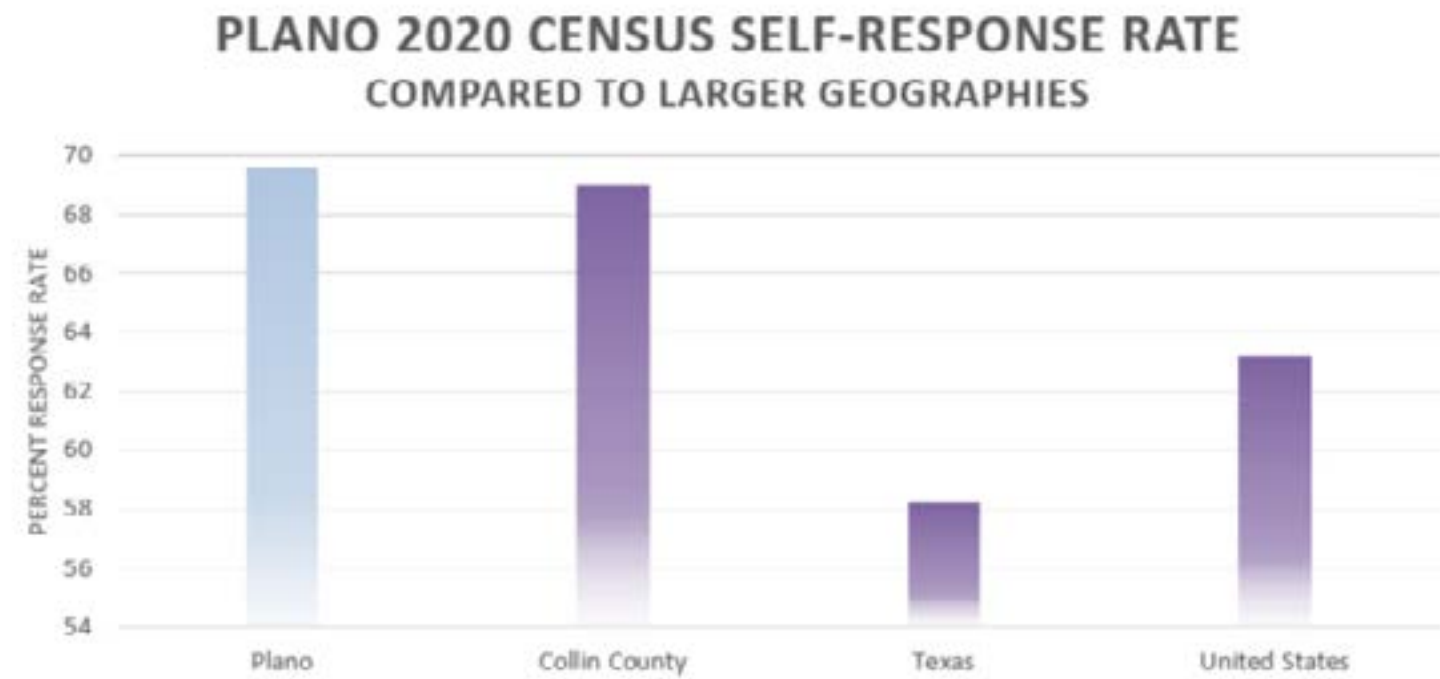
Despite the shorter term of service than previous Census committees, it should be noted that the City of Plano 2020 Census CCC was a very active group of residents. They volunteered over 500 hours to outreach efforts over the past year and have engaged more diverse groups of residents than any Census committee in the city's history. Plano's final self-response rate (**69.7%**) outpaced those of Collin County (69.0%), Texas (58.2%) and the nation (63.2%) as well as several neighboring cities. Had there been no pandemic, the group may have set a record for first time response rates in Plano, but as circumstances have curtailed activities, the percentage of first time self-responders to the 2020 Census fell below rates of 74% in 2010 and 76% in 2000. Response rates across the nation, state, and region were all down similar percentages, likely due to COVID-19 interruptions. Despite the challenges, when Plano's response rate is compared with other large cities across the state, it is near the top. As previously mentioned, the 2020 Census was the first that allowed respondents to fill out their form online. Plano's online self-response rate of 65.6% was the highest in North Texas and ranked seventh in the nation for cities with a population of 200,000 or above. Below is a chart of 2020 Census Self-Response Rates across North Texas cities with populations greater than 100,000 residents.

Graphic 1 – Self-Response Rate of North Texas Cities



Plano is among the highest responding cities across the DFW region.

Graphic 2 – Plano 2020 Census Self-Response Rate Compared to Larger Geographies



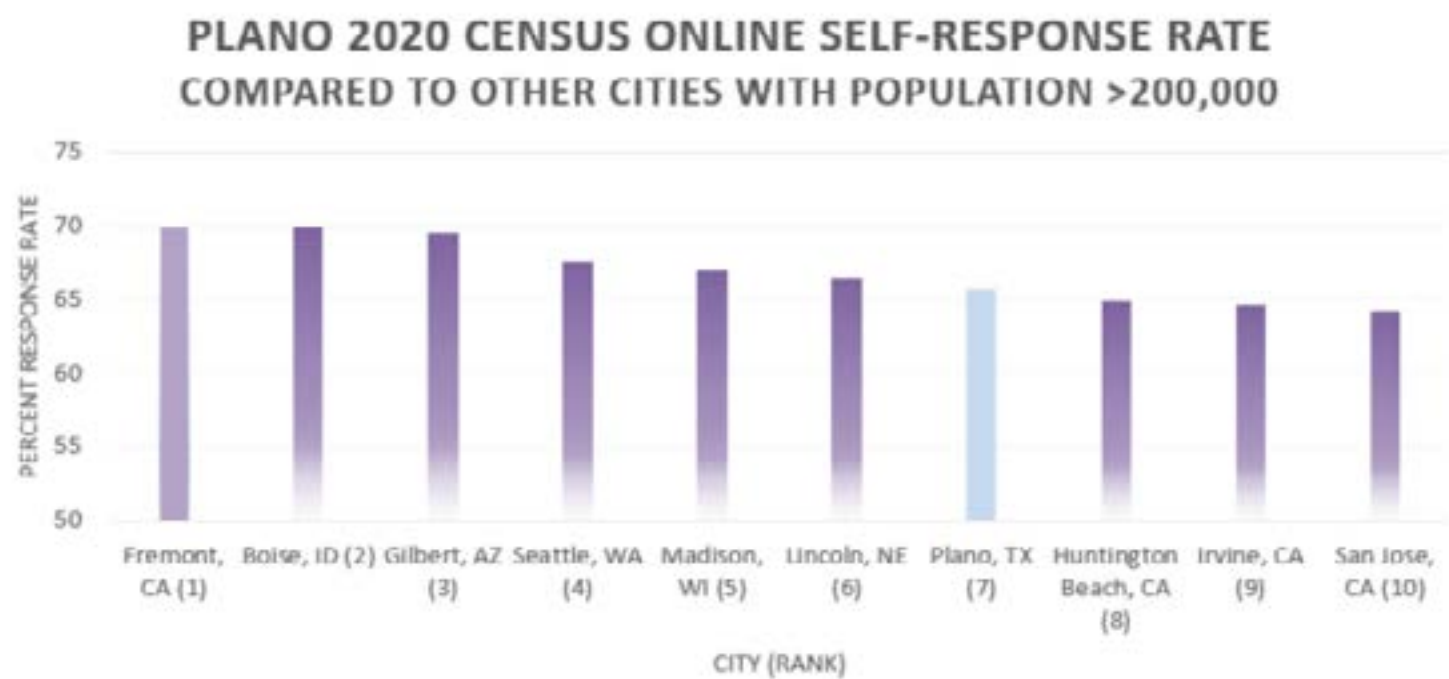
Plano's self-response rate is above those of the nation, State of Texas and Collin County.

Graphic 3 – Plano 2020 Census Self-Response Rate Compared to other cities with population >200,000



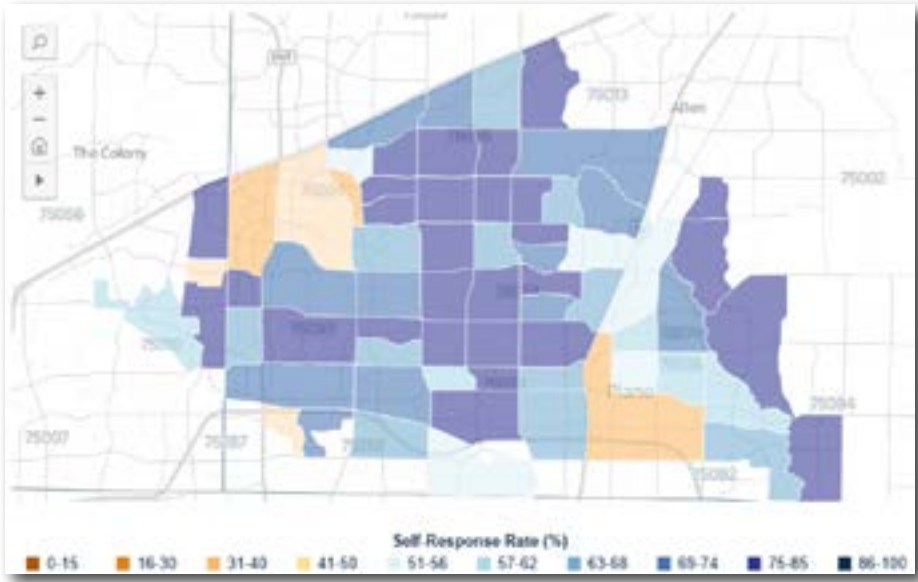
In comparison to other cities with populations greater than 200,000 across the U.S., Plano ranks 21st out of the 131 cities with the highest self-response rates and is a leader when compared to other similar municipalities such as Irvine, CA and Mesa, AZ.

Graphic 4 – Plano 2020 Census Online Self-Response Rate Compared to other >200,000 Cities



Plano ranked seventh in the country among 2020 Census online self-response rates for cities above 200,000. The cities in the top ten ranking of online responders share common characteristics in affluence, a highly educated population and locations within technology business centers. The key takeaway for the 2030 Census is that Plano residents respond well to automated options and social media for communication and this strategy must be utilized with the latest technological advances that may be available at that time.

A detailed description of the Complete Count Committee's activities, target population, promotional materials, outreach strategies, accomplishments and events is presented in this document. The final chapters of the report present suggested improvements to the decennial census outreach process for the 2030 Census from the committee and the staff's perspective as well as a comprehensive listing of the committee's activities and next steps in the 2020 Census process after the CCC's work has ceased.



Census Bureau Online Response Rates



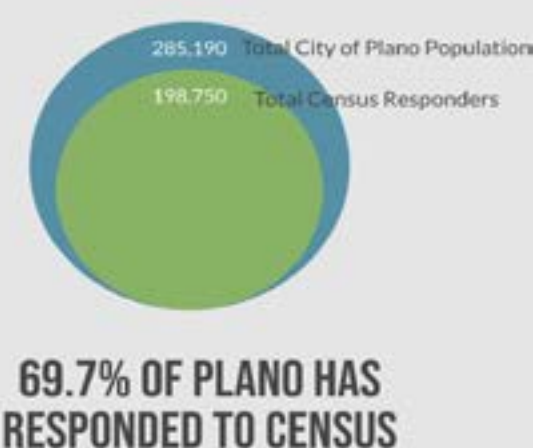
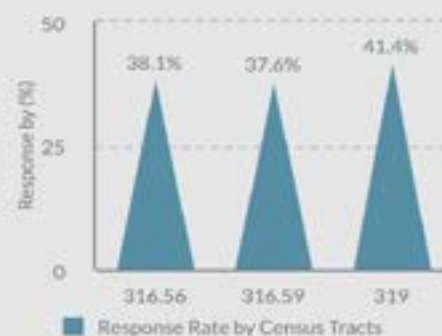
# 2020 CENSUS

## [ QUICK FACTS ]

Things to learn from our CCC outreach efforts and the 2020 Census



### 2020 CENSUS RESPONSE



## 2. CCC SUBCOMMITTEES

The Complete Count Committee (CCC) selected Alan Johnson as the Chair and Chris Downs as Vice-Chair. Primary staff support was provided by the Planning Department, including Mike Bell, Comprehensive Planning Manager, Steve Sims, Lead Planner, and Karen Suiter, Sr. Administrative Assistant. As with past census committees, the CCC formed topic-focused subcommittees to more effectively plan targeted outreach efforts to various demographic groups and organizations in Plano. Members were assigned to four subcommittees based on interests and experience: Marketing & Events, Community Outreach, Education & Culture, and Business. Each subcommittee was supported by various city staff. The CCC members attended two monthly meetings. The first meeting was held in a large group format to make decisions on outreach proposals and engage in collaborative discussions. The second monthly meeting occurred within the various subcommittees where ideas were developed and outreach activities along with plans were implemented. Below is a summary of each subcommittee that identifies the CCC member and staff assignments, responsibilities, and accomplishments.



CCC at Families First Fair

### Media, Marketing & Events

Members:	Diane Johnson (Chair), Dr. Subir Purkayastha, Summer Kim-Davis, Julie Holmer, Tania Rodriguez, Graciela Katzer, Owen Cheng
Staff Support:	Wendy Jorgensen, Communications & Community Outreach; Michelle Hawkins, Parks & Recreation
Responsibilities:	<ul style="list-style-type: none"> <li>• Prepare outreach and educational materials targeted to the general public</li> <li>• Prepare outreach and educational materials in support of other subcommittees</li> <li>• Create &amp; manage the branding and messaging of the CCC</li> <li>• Create &amp; manage website content and social media</li> <li>• Prepare posters, advertising, and promotional materials</li> <li>• Coordinate CCC participation at festivals and events</li> </ul>
Accomplishments:	<ul style="list-style-type: none"> <li>• Video clips in both English and Spanish</li> <li>• Numerous Facebook, Twitter, and Nextdoor postings</li> <li>• Created the plano.gov/census webpage on the city website to help share 2020 Census related materials, news, and resources</li> <li>• Shared information about the 2020 Census within the city-wide newsletter, Community Impact, and other regional news sources</li> <li>• Promotional materials translated into multiple languages to extend the reach to educate the public about the Census</li> </ul>

Community Outreach	
Members:	Rick Horne (Co-Chair), David Smith (Co-Chair), Amit Warkad, Corrine Miklosh, Jerry Smith, Khalid Ishaq, Mary Alice Garza, Rich Holmer, Ron Dubner, Tianle Tong, Zeb Khan
Staff Support:	Chaniece Small, Neighborhood Services David Powell, Planning (formerly Neighborhood Services) Sgt. Jeff Haynes, Police Natalie Evans, Neighborhood Services
Responsibilities:	<ul style="list-style-type: none"> <li>• Coordinate outreach to neighborhood groups in hard-to-count areas</li> <li>• Coordinate outreach to apartment residents in hard-to-count areas</li> <li>• Coordinate outreach to business patrons in hard-to-count areas</li> <li>• Form partnerships and coordinate outreach and educational materials in partnership with nonprofit and civic organizations</li> </ul>
Accomplishments:	<ul style="list-style-type: none"> <li>• Reached out to over 250 apartment managers by email to educate them about the 2020 Census</li> <li>• Attended several neighborhood block parties to help educate neighborhoods about the Census and provided promotional materials at all events</li> <li>• Tabled and presented at the Multifamily workshop held by Neighborhood Services, which had an attendance of over 90 apartment representatives across Plano</li> <li>• Attended and presented at various neighborhood based events such as Neighborhood Leadership Meetings, Neighborhood Summit, and other related events</li> <li>• Hosted 12 tabling events at local markets to educate customers about the Census</li> <li>• Census presentations were given to 12 nonprofit groups with an estimated total attendance of about 535 nonprofit representatives and staff</li> <li>• About 40 nonprofit organizations collected promotional materials to distribute to their clients</li> </ul>

Business	
Members:	Chris Downs (Chair), Jamee Jolly, Pat Greer, Cathy White, Judy McClain
Staff Support:	Kendra Cobbs, Planning
Responsibilities:	<ul style="list-style-type: none"> <li>• Form partnerships and coordinate outreach to local businesses and corporations</li> <li>• Coordinate outreach to Plano's workforce</li> <li>• Solicit donations for promotional and marketing materials</li> </ul>
Accomplishments:	<ul style="list-style-type: none"> <li>• Contacted 25 of the top 30 employers in Plano</li> <li>• Partnered with Cinemark to post flyers and posters, and reach out to their social media followers</li> <li>• \$1,000 donation from Prosperity Bank</li> <li>• 1,500 chip-clip donations from Baylor Scott &amp; White</li> <li>• Tabled at three multicultural grocers to distribute 2020 Census promotional materials.</li> <li>• Presented at Leadership Plano</li> </ul>

Education & Cultural	
Members:	Shaheen Salam (Chair), Grace Wang, Jamuna Thill, Denise Hamilton, Catherine Riggle
Staff Support:	Anthony Andros, Libraries
Responsibilities:	<ul style="list-style-type: none"> <li>• Form partnerships and coordinate outreach to public and private schools, including Plano and Frisco Independent School Districts</li> <li>• Form partnerships and coordinate outreach with local colleges, including Collin College and The University of Texas at Dallas</li> <li>• Coordinate outreach to faith-based and other cultural organizations</li> <li>• Prepare outreach materials for libraries and other city facilities</li> </ul>
Accomplishments:	<ul style="list-style-type: none"> <li>• Conducted presentations for PTA organizations at various Plano ISD schools.</li> <li>• Distributed 2020 Census flyers in various languages at faith facilities in Plano and neighboring cities. Coordinated outreach to faith-based and other cultural organizations</li> <li>• Placed 5,000 bookmarks at all five libraries in Plano.</li> <li>• Hosted 2020 Census employment recruiting seminars and training sessions at library facilities.</li> <li>• PISD Council of PTAs outreach</li> <li>• MCOR Business Leadership gathering and friendship circle presentation</li> <li>• Collin County Business Alliance meeting and nonprofit workshop presentation</li> <li>• Young Professionals of Plano group with the Plano Chamber of Commerce presentation</li> <li>• Houston Professional Women's Organization Banquet meeting</li> <li>• Attended Friday Congregation EPIC Mosque and Friday Congregation Plano Mosque event</li> <li>• North Dallas Community Bible Fellowship established a connection with the Collin County NAACP chapter for a joint presentation and promotion about the census.</li> <li>• Two, 2 minute Video presentations in English and Spanish were developed and provided to Plano religious organizations.</li> </ul>



### 3. Hard-to-Count Populations

One of the primary goals of the Complete Count Committee (CCC) was to increase participation in the census among members of the “hard-to-count” and underreported segments of the population. These groups, which include a wide variety of social, economic, and racial/ethnic characteristics, have historically lower or less accurate response rates to the census than other portions of the population and were the focus of Plano’s CCC outreach and educational efforts. Reasons for lower participation among these groups vary, but major contributing factors include lack of awareness or accessibility, misunderstanding or mistrust of the government/purpose of the census, and concerns regarding the security and confidentiality of the data collected.

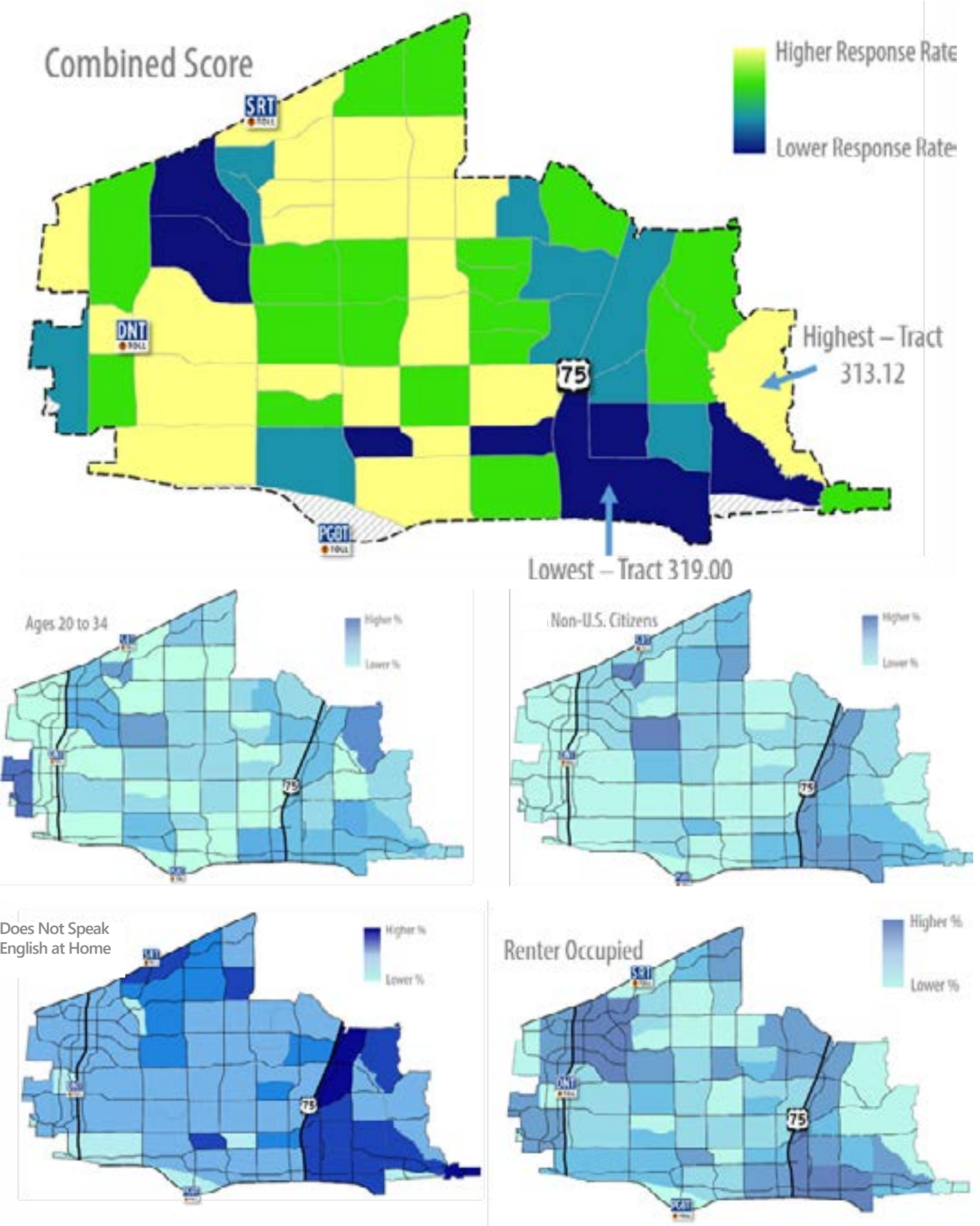
To locate areas of the hard-to-count population, the U.S. Census Bureau provided an online mapping tool called the Response Outreach Area Mapper (ROAM), which shows census tracts based upon a “Low Response Score” (LRS) metric. Tracts with a high LRS are less likely to self-respond to the census while tracts with a low LRS are more likely to self-respond. Higher self-response to the census reduces the need for door-to-door enumerators or follow-ups by Census Bureau employees. In addition to the LRS, the ROAM tool provides demographic information for the tracts and identifies the unique characteristics of these areas.

Using the U.S. Census Bureau ROAM data and 2017 5-Year American Community Survey (ACS) data, Planning staff performed additional analysis to determine the demographics of census tracts in Plano that have a high and low self-response rate to the census. Demographic factors used in the analysis included age, gender, race/ethnicity, language, income, employment, educational attainment, housing characteristics, place of birth, family status, citizenship status, and length of residency in Plano. Results of the analysis showed the correlation between demographic characteristics of Plano’s hard-to-count population as well as groups most likely to self-respond to the census:

Most Likely to Self-Respond:	
1.	Single-Family/Owner Occupied Units
2.	Naturalized U.S. Citizens
3.	Married
4.	Household Income Greater than \$150k
5.	Ages 45-60
6.	Long Time Residents
7.	White
8.	Born in Asia (led by China)
9.	Ages 60 to 64
10.	Educated

Least Likely to Self-Respond:	
1.	Multifamily/Renter Occupied
2.	Non U.S. Citizens
3.	Newer Residents
4.	Household Income Less than \$75k
5.	Ages 20-34
6.	Speak Spanish at Home
7.	Black or African American
8.	Born in Latin America (led by Mexico)
9.	Did not Graduate/No High School Diploma
10.	Unmarried w/ Children

Results were mapped to show the tracts in Plano that include large numbers and/or percentages of residents with these characteristics:





## Lessons and Successes of Hard-to-Count Populations

The CCC provided extensive outreach to the “hard-to-count” populations within Plano through citywide events, small neighborhood meetings, take-home school mailers, and formal presentations. Encouraging participation among the hard-to-count populations was still uniquely difficult throughout the 2020 Census process. Several lessons from 2020 were learned after performing an extensive outreach campaign to the city’s hard-to-count populations:

- Spread the message about the census by going to places where the hard-to-count populations are located such as faith centers, markets, and/or local employers
- Provide outreach materials in multiple languages along with translation services
- Create content appealing to younger generations
- Have consistent and reoccurring messaging across all outreach platforms: social media, in-person, videography, and web-based content

Although hard-to-count populations were difficult to reach, numerous successes were achieved by the CCC in order to optimize Plano’s self-response rate. The 2020 CCC volunteered tirelessly to perform outreach to the hard-to-count populations through unique strategies that enabled the CCC and Plano citizens to achieve a high self-response rate for a city with a large and diverse population. Successes highlighted by the committee’s outreach efforts to hard-to-count populations include:

- Wide extent of social media opportunities and content
- Outreach materials translated into four different languages
- English and Spanish informational videos
- Extensive multifamily outreach through mass email and presentations
- Presented, tabled, and shared information at cultural and educational events within hard-to-count areas

With hard-to-count populations presenting a challenge to participation, the CCC overcame these challenges with comprehensive strategies and outreach efforts to help mitigate uncounted residents.



CCC at Juneteenth Event



CCC Member Chris Downs Assisting with Educational Video for 2020 Census

## 4. Challenges to Participation

The 2020 Census presented unique obstacles to participation not faced in previous censuses, which may have reduced the city’s self-response rate.

### Challenge #1 – Fears about Privacy and Confidentiality of Personal Data

The world is more connected than ever before, as smartphones, social media, and technology are greater parts of everyday life. The convenience and efficiency this brings are what allowed the 2020 Census to be the first census that households could complete online; yet, this also may have associated the census with controversial questions and fears about privacy and the collection of personal data. In response to these concerns, the CCC educated Plano residents regarding these issues:

- What information is and, maybe more importantly, is not collected as part of the census.
- How individual forms will be aggregated to maintain the anonymity of individual households.
- How census data is ultimately shared when released to the public starting in 2021.
- How no individual forms will be shared with the public, private companies, or other government agencies until April 1, 2022.
- How an online census will be conducted and the security of information provided.

### Challenge #2 – Public Trust in Government

Regardless of one’s political beliefs or affiliations, the public’s trust in government at all levels and institutions is waning. This posed a significant challenge to participation for those who were skeptical of the census or distrustful of any person who represents the government. It was not enough for the CCC to simply appeal to civic duty. Where possible, leaders of trusted community institutions were recruited to deliver the census message, rather than it coming directly from the government or the CCC. In response to these concerns, the CCC educated Plano residents about the following:

- The many ways that a complete and accurate census is important in helping shape Plano’s future.
- The census has a long tradition, occurring every 10 years since 1790.
- Federal law protects the safety and confidentiality of the census.



Officer Chris Biane educating Plano residents about census safety



Census Enumerators ensuring a higher count



### Challenge #3 – Cybersecurity & Scams

For most, the ability to complete their census form online made the process simple and easy. But for others, there were concerns about the security of personal information. In a time with frequent news reports about customer data breaches from large companies and theft of personal information, it is understandable that many residents were reluctant to submit personal information online. Furthermore, the 2020 Census was an opportunity for criminals to impersonate U.S. Census Bureau employees or send fraudulent census-related materials in hopes of stealing bank account or financial information.

The Census Bureau worked with federal and private partners to identify internal and external cyber threats and developed solutions to remedy these threats. Proactively protecting the census takers from cyber threats required due diligence from both the Census Bureau and the public. It was critically important that the CCC educate Plano residents about ways the Census Bureau is working to mitigate cybersecurity threats and scams and how their information is protected.

The CCC shared how Plano residents could protect themselves and identify potential scams:

- Know what questions will be asked on the 2020 Census form and what the form will look like. The Census will not collect address information, credit card or bank account information, social security numbers, birth certificates or licenses of any kind, usernames or passwords, or email addresses.
- Self-respond to the census either online, by phone, or by mail as soon as you receive the form. The Census Bureau only sends door-to-door enumerators to the residences that have not self-responded by a certain date.
- Call the police or the U.S. Census Bureau if you have any questions or suspect you may have received a fraudulent census form.
- All door-to-door enumerators will be paid employees of the U.S. Census Bureau and not private contractors. Call the Plano Police Department if you are suspicious of any person who knocks on your door claiming to be with the Census or a Census Bureau employee.

City staff also worked with the Plano Police Department and created a video regarding the 2020 Census and potential scams educating residents about information found on the census form, when to suspect fraudulent activities and how to report incidents.

### Challenge #4 – Citizenship Question

A citizenship question was proposed for the 2020 Census. The CCC faced questions regarding the issue during the course of its outreach efforts, due to the controversy surrounding the question. Ultimately the citizenship question was not included on 2020 Census questionnaire. Nevertheless, the Committee informed Plano residents of facts as it related to any questions regarding citizenship based questions on the 2020 Census form:

- The last time all respondents were asked to indicate their citizenship status was the 1950 Census. The question had been included more recently on the “long form” census, which was sent to a much smaller number of households through the 2000 Census.
- A question about citizenship is included in the American Community Survey (ACS), which replaced the long form questionnaire after the 2000 Census and goes to 3.5 million households every year.

• Individual census forms are collected by the U.S. Census Bureau and are not shared with any other federal agencies. When the census is complete, individual forms are kept secure and confidential in the national archives for 72 years. Individual 2020 Census forms will not be released to the public until 2092.

• Funding, mostly in the form of federal grants, for many social programs and services are distributed based upon census data. Plano residents who depend upon these programs, whether U.S. citizens or not, need to be counted to ensure that Plano continues to receive its fair share of funding.

### Challenge #5 – COVID-19

During the most critical time of the 2020 Census as questionnaires were arriving at U.S. households, much of the nation closed down as the COVID-19 pandemic spread across the country. Many states and cities responded to the pandemic by limiting social contact to keep the virus in check and reduce the number of people who became ill. The City of Plano declared a public health emergency on February 27, and with COVID-19 being a highly infectious illness, all in-person Census promotional efforts were suspended to protect committee members and staff. Due to this emergency, the committee had to cancel/postpone 19 events, which led to an estimated 2,000 citizens not receiving Census promotional information. Despite these barriers, the Complete Count Committee and staff continued efforts virtually:

- Extensive social media outreach through Nextdoor, the city’s 2020 Census website, videos, and other social media platforms
- Connected with organizations virtually to further discuss and educate the public about the census
- Collaborating regionally with other municipalities to crowdsource resources and information

As limitations and restrictions were lifted in the summer of 2020, the Complete Count Committee resumed outreach efforts where possible. Many businesses and organizations, however, were reluctant to allow committee members to host census related events. Impacts of COVID-19 not only hampered outreach events, it severely limited the committee’s ability to distribute promotional materials, resulting in an unanticipated surplus of census supplies.



CCC Members at Families First Event

## 5. Logos and Taglines

### U.S. Census Bureau – 2020 Census Logo and Tagline

Each census, the U.S. Census Bureau creates a promotional theme. For 2020, the U.S. Census Bureau established the tagline “Shape Your Future – Start Here.” Start Here is a reference to the large bold print at the top of the census form.



The CCC used the U.S. Census Bureau and official 2020 Census logos on publications and promotional materials as necessary.

### City of Plano – 2020 Census Logo and Tagline

As with past census committees, the CCC chose to create its own logo and tagline to create a more Plano-specific theme. The CCC chose the tagline “Shaping Plano’s Future,” which was supportive of the U.S. Census Bureau’s tagline of “Shape Your Future.”



## 6. Core Messages

To educate Plano residents about the 2020 Census, the CCC developed a set of core messages that appealed to a broad audience. At the heart of this messaging were the answers to the question, “What’s in it for me?” The committee wanted residents to know how the census affects their daily lives in a variety of ways.

Part 1 of the core messaging addressed challenges to participation. The three top takeaways apply to everyone:



1. It's Safe. Completing the census is secure and confidential for everyone. Not only is the U.S. Census Bureau taking steps to protect personal information and prevent fraud, your responses are confidential and will not be shared with other federal agencies.
2. It's Easy. With the new online response option, completing your census form will be easier than ever. The census asks simple questions about the members of your household, including their name, age, gender, race/ethnicity, and relationship to the head of household.
3. It's Important. Whether it be political representation at all levels of government, funding for education, healthcare, and other services, or planning for roads, emergency services, and other city services, the census has an impact on your daily life. A complete and accurate count distributes these resources fairly and efficiently.



Part 2 of the core messaging expands upon the importance of the census. The “5 reasons it matters to you” were intended to appeal to a broad audience and include Schools, Healthcare, Businesses, City Services, and Fair Representation

SCHOOLS

Your children count when providing quality education. Their numbers help decide where we build schools, add teachers and fund programs like Head Start and reduced-cost lunch.

HEALTH CARE

Your health counts when we need more hospitals, ambulances and doctors. Quality healthcare, including programs like CHIP, which helps children in need, is based in large part on census results.

BUSINESS

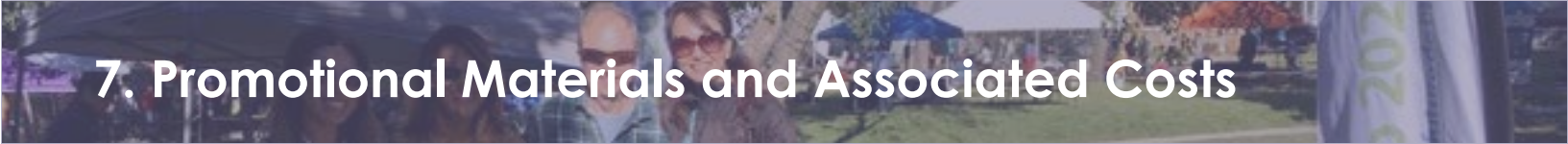
Your home counts when businesses choose where to move. Knowing the number and diversity of Plano residents can add jobs and improve our economy.

CITY SERVICES

Minutes count when your family faces an emergency. Knowing where and how many people live in Plano affects how many police, firefighters, and 9-1-1 operators are hired.

FAIRLY REPRESENTED

Your voice counts when choosing our elected leaders. If Texas reaches 30 million people by 2020, we gain three seats in Congress, making our voice count more on national issues.



## 7. Promotional Materials and Associated Costs

In the 2019-2020 fiscal year, the CCC was approved for a \$75,000 budget in order to help educate residents about the 2020 Census. Out of the total amount approved, the CCC spent \$31,709.27 to purchase a variety of promotional materials and pay expenses for general operations. The majority of expenses were allocated towards promotional materials such as:

- Koozies
  - Flyers
  - Posters
  - Bookmarks
  - Chip Clips
  - Tote Bags
- Cups
  - Crayons
  - Coloring Pages
  - Stickers
  - Sticky Notes

Promotional materials were integral to CCC efforts towards getting the core messaging out to residents of Plano. The materials assisted the CCC with building relationships and trust with residents as well as providing education about the 2020 Census process.

### Promotional Materials Purchased

The CCC gave away over 60,000 materials to help get the message out about the 2020 Census to educate residents of all ages and ethnicities. Below is a list of materials purchased.

Flyers (formal)	5" x 7", double-sided, coated cards; core messaging in English on front, Spanish, Chinese, Arabic, or Farsi, on back; for general distribution at meetings, events, businesses, and city facilities.	22,300 English 1,000 Chinese 700 Arabic
Flyers (family-oriented)	5" x 7", double-sided, uncoated cards; core messaging on front, children's coloring activity on back; for distribution at family-oriented events and festivals. English and Spanish.	12,500 English 12,550 Spanish
Posters	11" x 17", single-sided, portrait orientation; core messaging in two languages for distribution at city facilities, nonprofits, grocery stores, and apartment complexes.	10,000 English 5,128 Spanish
Re-usable Grocery Bags	Nylon re-usable grocery bags; logo on front, core messaging on back; for distribution by committee members at local grocery stores.	1,550
Chip Clips	Large sized clips with branding on the front side of the clip. An additional 1,000 clips were provided by Baylor, Scott & White as a donation to the 2020 Census.	2,400
Bookmarks	2.87" x 8", double-sided; core messaging in English on front, Spanish on back; for distribution at schools and libraries.	5,220
Cups	16 oz. stadium cups in various colors; logo on front, top takeaways on back; for general distribution at events and meetings.	10,050
Koozies	Collapsible soft koozies in various colors; logo on front with URL, three takeaways on back; for distribution at events and meetings.	5,450
Crayons	4-pack of crayons for use with family-oriented flyer; 2020 census logo and URL on front; for general distribution at family-oriented events and festivals.	29,700
"I Count!" Stickers	3" circle and heart shaped, white; logo with words "I Count!" underneath; for distribution at libraries, Census Day event, and other locations that help residents complete their census forms.	11,100
Post-it Notepads	2.5" x 2.5" post-it notepads; white with logo on bottom; for distribution during business outreach.	5,750



The following materials below were greatly helpful in engaging and educating residents about the 2020 Census. Examples of materials can be seen below:



## 8. STRATEGIES AND ACCOMPLISHMENTS: MEDIA, MARKETING, & EVENTS

### Presentations

Most of the CCC's direct outreach took place through presentations at neighborhood and community meetings. Lists of potential organizations to target for census presentations were prepared by CCC subcommittees. The Media, Marketing and Events Subcommittee prepared a presentation template that included the core message that committee members and staff combined with information focused on the audience at each event. There was a speaker request option on the City of Plano's 2020 Census website with which civic, faith and service organizations could invite CCC members and staff to speak at their gatherings about the 2020 Census.



Sample presentation to local organizations

### Website – [www.plano.gov/census](http://www.plano.gov/census)

A Plano-specific 2020 Census website provided detailed information about the census and served as a trusted source of information for Plano residents. During meetings or events, interested individuals were directed to the website for more information about the importance of the census, answers to frequently asked questions, and links to census resources. Since most of the outreach occurred prior to census forms being mailed in March 2020, and most residents gave little thought to the census until their forms arrived, the URL was included on all promotional items, advertising, and social media posts to assist residents on where to find census information.



City of Plano's Website for Census 2020

Major website content includes:

- Core Messaging
- 50 Ways the Census is Used
- Frequently Asked Questions
- Complete Count Committee Information
- Additional Resources (Links to U.S. Census Bureau Information)
- Contact Us/Request a Speaker
- Sample 2020 Census Form
- 2020 Census News
- Videos and Census Safety Tips

### Promotional Items

Most of the CCC's outreach focused on face-to-face interaction at community events across the city. A variety of promotional items were distributed at these events, as well as at city facilities, schools, and through nonprofit partners. In choosing promotional materials, the CCC placed an emphasis on items that may have usable value to residents in hard-to-count populations, such as cups, koozies, crayons, and bags. Print materials were developed in English, Spanish, Arabic, Farsi, and Chinese.



Sample Census Form



Social Media & Digital Messaging

Spreading the word about the 2020 Census through social media platforms, videos, and other digital messaging was a major component of the committee's general outreach strategy. All committee members were encouraged to share census messaging with residents and organizations.

Facebook & Twitter:	City of Plano platform: One post per month from July through December 2019. One post every other week between January and April 2020. This strategy was intended to gradually increase awareness through the end of 2019 and ramp up promotion leading to Census Day on April 1, 2020.  Other platforms: Created Facebook and Twitter posts that were shared by businesses and local organizations utilizing private accounts. Heavy promotion encouraged in mid-March in conjunction with the Census Bureau's first mailing of the census forms. See other outreach strategy sections for more information on social media strategy for neighborhoods, apartments, businesses, etc.
NextDoor:	One post on the City of Plano in mid-March when census forms arrived asking residents to complete the form, and covering the core messaging and security concerns.
Instagram:	One post on the City of Plano account in March covering the key messaging and security questions.
Videos:	A series of videos were created by the Communications & Community Outreach Department that were shared through the various social media platforms and on the project website: <ul style="list-style-type: none"><li>• How the Census Works</li><li>• How the Census is Used</li><li>• Why the Census is Important</li><li>• Plano Police Department Safety Minute</li></ul>
Podcasts:	The committee and staff participated in a variety of podcasts to raise awareness. These podcasts occurred during the first three months of 2020, prior to census forms being mailed to the public. The Media, Marketing & Events Subcommittee made arrangements for committee and staff interviews with Inside Plano and the Plano Chamber podcasts.
Reddit:	One post in March and in June that focused on the core message and addressed security questions.



National Census Day Facebook Post



2020 Census Facebook Post



Strategies and Accomplishments:

Comprehensive strategies completed by the Media, Marketing, and Events Subcommittee translated to various accomplishments that enabled citizens to learn more about the 2020 Census. Accomplishments completed by the subcommittee involved several strategies of outreach such as social media, video, podcasts, events, advertising, and promotional materials. Notable accomplishments include:

Presentations:	Creation of a PowerPoint template for the CCC and staff with the inclusion of general 2020 Census information.	✓
Website:	Customized web domain through the City of Plano's website. Shared information regarding the 2020 Census and how it relates to Plano residents.	✓
Branding:	Created a customized 2020 Census logo with Plano branding that was used for promotional materials, presentations, and email signatures.	✓
Promotional Materials:	Purchased a variety of promotional materials with City of Plano 2020 Census branding. Materials were used for events and presentations, or other uses as necessary.	✓
Social Media and Marketing:	Posted Census related materials and information to City of Plano social media outlets such as Facebook, Twitter, Instagram, Youtube, Nextdoor, and Reddit.	✓
Videos:	Created videos in English and Spanish to educate residents about the 2020 Census and post on City of Plano website and social media outlets.	✓

Over 60,000 promotional materials were distributed at events, presentations, and other settings across the city and regionally. In addition, the CCC attended over 70 events and 54 presentations to share information about the 2020 Census with citizens, business and civic leaders, religious groups, and government leaders.

9. STRATEGIES AND ACCOMPLISHMENTS: NEIGHBORHOODS, APARTMENTS, AND NONPROFITS

Neighborhoods

Outreach to neighborhoods was essential to delivering the core messaging straight to the residents. Although most neighborhoods in Plano have some form of neighborhood or homeowners association, such is not always the case in hard-to-count areas. The city's Neighborhood Services Department assisted in locating the neighborhoods and associations serving hard-to-count areas and their relationships were a major benefit to the committee.



CCC at Multifamily Workshop



List of Priority Neighborhoods in Hard-to-Count Areas	
Amelia Court	Oak Point Estates Phase II HOA
Berkshire Place	Oakpoint HOA
Chase Oaks Village HOA	Old Towne Neighborhood Association
Clearview Neighborhood Association	Park Bridge
Creek Trails	Parker Estates at Arbor Hills North HOA
Cross Creek West	Parker Estates HOA
Crystal Creek	Pheasant Landing Owners Associations
Douglass Community	Pitman Creek North HOA
Eldorado Park	Preston Bend HOA
Fairfield Street Crime Watch Group	Preston Pointe HOA
Glenridge Estates HOA	Reflections on Old Shepard Place
Haggard Park Neighborhood Association	Rockcreek Place HOA
Highlands North Plano	Ruisseau Place HOA
Hills of Indian Creek	Sabine Park
Hills of Prestonwood Master HOA	Timber Brook West
Hills of Prestonwood South	Town Homes I at Legacy Town Center HOA
Imperial Park	Town Homes II at Legacy Town Center HOA
Madison Estates HOA	Village at Prestonwood HOA
Malibu Estates	West Creek Estates
Medina Villas HOA	Wyndemere HOA

Strategies and Accomplishments:

Efforts headed by the Community Outreach Subcommittee involved thorough outreach to neighborhoods, apartments, and in collaboration with the Business Subcommittee, local grocers and markets. These efforts led to critical interactions with hard-to-count populations as well as general interactions with the public. Key accomplishments achieved by the subcommittee included:

Neighborhood Presentations:	Attended various neighborhood based meetings and events to share information about the 2020 Census.	✓
Block Parties:	Attended neighborhood block parties across the city and educated residents about the census.	✓

Crime Watch:	Attended crime watch related events and bi-annual area coordinators meeting. Shared promotional materials with Police Department to distribute among residents.	✓
Information Sharing:	Asked neighborhood leaders to share information about the importance of the census in their neighborhood newsletters and social media sites.	✓
Business Outreach:	Coordinated with the Business Subcommittee to do outreach at local business and grocery stores. A reusable grocery bag with census information encouraged residents to visit the booth.	✓

The Community Outreach Subcommittee attended several neighborhood block parties to help educate neighborhoods about the census and provided promotional materials at all events. Staff and CCC members attended and presented at numerous neighborhood events such as Neighborhood Leadership Meetings, Neighborhood Summit and other related activities. The subcommittee also hosted 12 tabling events at local markets to educate business customers about the census.

Apartments

Apartment residents were a high priority outreach target for the committee, as they were identified as having the lowest response rates among the hard-to-count population group. The Community Outreach Subcommittee prepared an ambitious outreach strategy to inform all residents in Plano apartments about the importance of completing the census. Outreach activities included contacting property managers and seeking permission to drop off flyers for residents and encouraging mention of the census in community newsletters.

List of Priority Communities in Hard-to-Count Areas		
1206 E 16th St Apartments	Creekwalk Apartments	Oak Gate Apartments
1408 E 15th Pl Apartments	Cross Creek Apartments	Oakview Apartments
1509 F Ave Apartments	Dawn Apartments	Old San Francisco Apartments
1517 N Ave Apartments	The Domaine	Park Springs Townhomes
1604 N Pl Apartments	Eastside Village I & II	Parkbluff Condominiums
1607 M Ave Apartments	Encore Tribeca	Pheasant Landing Condos
905 17th Pl Apartments	Fairview Park Central (Avilla)	Plano Village
Alexan Legacy Central	Fairway Apartments	Pleasant Park Apartments
Alta Vista Apartments	Garden Gate	Post Legacy
Alwanda Place	Gateway Apartments	Prairie Place Apartments
Amber Vista Apartments	Giovanna	The Preserve at Arbor Hills
AML at Bishop's Gate	Golden Leaf Village	The Saxony at Chase Oaks
Archstone Mission Gate	Green Oaks	Sheridan Park Apartments
Ashley Park Townhomes	Grindstone I & II	Shiloh Park Townhomes
Aspen Court Apartments	Grove Park	Silverwood Village Townhomes
Aura190 Apartments	Heritage House	Steeplechase Apartments
Bell Oaks	Highpoint Townhomes	Summers Crossing
Bellevue Apartments	The Huntington	The Touraine Apartments



List of Priority Communities in Hard-to-Count Areas Cont.		
Brentdale, The	Junction 15	Tribeca
Briarpark Village Condos	Legacy Town Center North	Tuscany Villages
Brooks on Preston	Legacy Village – Phases I-IV	The Villas at Chase Oaks
Casa Blanca	Lincoln at Town Square – I & II	Waterford on the Meadow
Collin Park Apartments	Los Rios Park	Waters Edge in Legacy
Colonial Arms	The Meadow at Park Blvd	Windrose Tower
Cortland Apartments	Mem Apartments/JJ Condos	Windsor Place Townhomes
Courtyard Apartments	Mission Park Apartments	The Woodland of Plano
Creekside at Legacy	The Morado at Plano	

**Strategies and Accomplishments:**

In addition to locating apartments in hard-to-count areas of Plano, the Community Outreach Subcommittee accomplished the following outreach strategies:

Meetings and Events:	Attended the bi-annual apartment managers meeting in January 2020 to find ways to connect with apartment residents and promote participation in the census process. Coordinated outreach efforts at apartment based community events.	✓
Information Sharing:	With permission from apartment management, distributed flyers and posters in the common areas of identified apartments. Asked apartment managers to additionally share information about the importance of the census in their community newsletters and social media sites.	✓
Crime Watch:	Coordinated the Neighborhood Police Officer program to assist with outreach to hard-to-count apartment residents.	✓

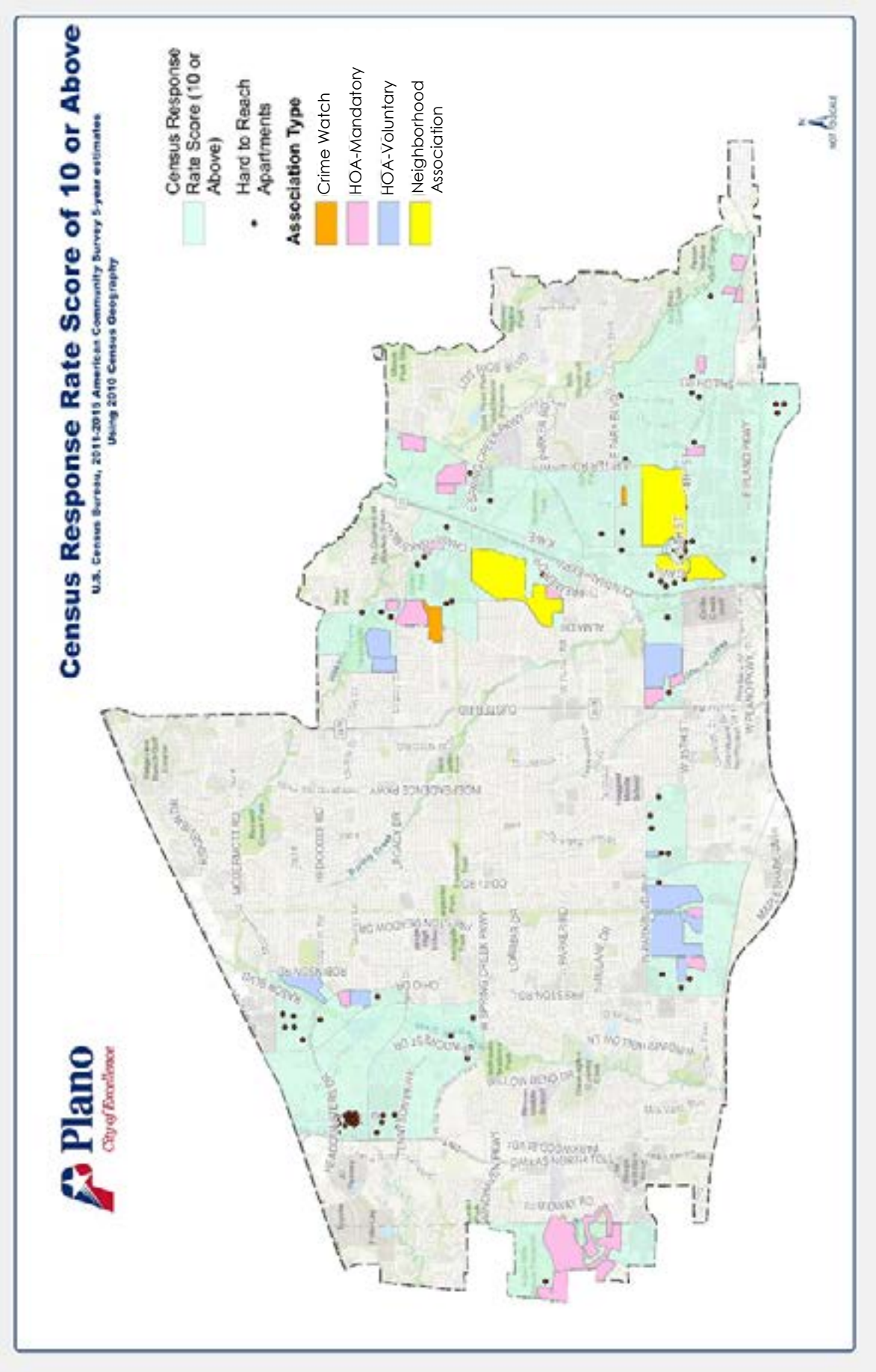
The subcommittee communicated with over 250 apartment managers by email to educate them about the 2020 Census along with presentations and distribution of promotional materials. The subcommittee had a table and made a presentation at the Multifamily Workshop hosted by the Neighborhood Services Department that had an attendance of over 90 apartment representatives across Plano.



CCC at Multi-Family Workshop

**Map of Hard-to-Count Neighborhoods & Apartments**

Scoring description is indicated on page 10 of this document.



Nonprofits

Partnerships with nonprofit organizations that serve Plano's hard-to-count population were critical to the success of the committee. The City's Neighborhood Services Department leveraged existing relationships with the nonprofit community to connect committee members with organizations providing services to hard-to-count areas and populations. Committee members also used their expertise and relationships to reach civic nonprofits, such as Rotary and Lion's Club.

List of Nonprofit Organizations	
A Christian Food Pantry	Journey of Hope Grief Support Center
Agape Resource and Assistance Center	Julia's Center for Health Care
Assistance Center of Collin County	Junior League of Collin County
Big Brothers/Big Sisters of Lone Star	Legal Aid of Northwest Texas - McKinney Office
BIND - Brain Injury Network of Dallas	Lifepath Systems
Blake's House	Lion's Club
Boys and Girls Clubs of Collin County	Meals on Wheels Collin County
Cancer Support Community North Texas	Minnie's Food Pantry
CASA of Collin County	My Possibilities
Children's Advocacy Center of Collin County	North Texas Pioneer Rotary Club
CITY House	Plano Children's Medical Clinic
Collin County Community Health Center	Plano East Rotary Club
Collin County Early Childhood Coalition	Plano Housing Authority
Collin County Homeless Coalition	Plano Rotary Club
Collin County Social Services Association	Plano West Rotary Club
Collin County Veterans Association	REACH of Plano
Communities in Schools of the Dallas Region	Sci-Tech Discovery Center
Community for Permanent Supported Housing	Society of St. Vincent de Paul - St. Elizabeth Ann Seton
Emily's Place	Society of St. Vincent de Paul - St. Mark's
Family Compass	Streetside Showers
Family Promise of Collin County	Strengthening Families of North Texas
God's Food Pantry	Texas Muslim Women's Foundation
Health Services of North Texas	The Bella House
Helping Hands for Relief and Development	The Salvation Army - Plano Corps
Hope's Door New Beginnings Center	The Storehouse of Collin County
ICNA Relief	This Side UP Family Center
Islamic Relief	Veterans Center of North Texas
Jewish Family Service	Wellness Center for Older Adults
	Women, Infants, and Children (WIC)

Strategies and Accomplishments:

Here is a summary of accomplishments by the nonprofit subcommittee over the past year:

Train the Trainer:	Rather than trying to present to each group, educate and encourage leaders of nonprofit organizations to be the trusted messengers of the core messaging.	✓
Promotional Materials:	Provided promotional items to be distributed as part of nonprofit programs and events, such as pens, cups, and bags as part of back-to-school programs.	✓
Events and Meetings:	Gave presentations at nonprofit networking meetings, emphasizing the importance of the census and offering opportunities to promote the census to the nonprofits' clientele.	✓

Census presentations were given to 12 nonprofit groups with an estimated total attendance of about 535 representatives and staff. Approximately 40 nonprofit organizations collected promotional materials to distribute to their clients. The Community Outreach Subcommittee attended six community events where promotional materials were distributed to 625 attendees. The subcommittee reached out directly to 24 nonprofit organizations. Plano Housing Authority emailed the committee's census message to 900 of their clients. Promotional materials were distributed to 1,150 families who participated in the Assistance Center of Collin County and The Salvation Army Christmas Programs.





# 10. Strategies and Accomplishments: Business

## Business

Outreach to Plano's workforce was a primary objective of the committee. Partnerships with the business community in educating their employees about the upcoming census and the importance of accurate census data to their business decisions was an essential strategy. Additionally, Plano has a very charitable and engaged corporate community. The Business Subcommittee solicited donations from Plano's top employers to fund printing and promotional materials to offset costs to the city.

List of Top Employers		
Company	Industry	Employment
Capital One Finance	Banking/Financial	5,000
DXC Technology	Software and IT Services	4,000
Toyota Motor North America	Auto Manufacturing	4,000
Ericsson	Telecommunications	2,700
Liberty Mutual Insurance	Insurance	2,700
J.C. Penney Company	Retail (Department Stores)	2,400
NTT Data	Research and Development	2,100
JPMorgan Chase	Banking/Financial	2,000
Frito-Lay	Foods	1,700
Keurig Dr. Pepper	Foods	1,250
FedEx Office	Document Solutions & Business Services	1,200
McAfee	Internet Security Software	1,100
The Heart Hospital Baylor Plano	Medical	1,000
Cigna	Insurance	800
Tyler Technologies	Software and IT Services	700
Pizza Hut	Food	550
Crossmark	Marketing	500
Republic Title	Residential Title Company	500
At Home Group	Retail (Housewares)	450
Rent-A-Center	Retail (Furniture & Electronics)	450
Cinemark	Entertainment	400
Huawei Technologies	Telecommunications	400
Alkami Technology	Software and IT Services	350
LoanDepot.com	Financial (Mortgages)	350
Hilti North America	Manufacturing	350
Denbury Resources	Oil and Gas Development	350
Alliance Data Systems	Software and IT Services	350
Masergy Communications	Telecommunications and Software	300
Aimbridge Hospitality	Hotel Management	300
National Business Research Institute	Management & Consulting	300

## Strategies and Accomplishments:

In partnership with the organizations listed on page 32, the Business Subcommittee completed the following outreach strategies:

Menu of Promotional Materials:	Provided a menu of print and promotional materials that the committee requested for outreach to Plano's hard-to-count population. Businesses that wished to donate could choose to do so by providing actual materials (such as flyers from their in-house print shops) or through financial contributions.	✓
Workforce Sharing:	Encouraged local businesses to share census information with their workforce through social media content, placing posters in common areas, and including material in their newsletters.	✓
Business Collaboration:	Collaborated with the Collin County Business Alliance to promote local and regional census outreach efforts. Coordinated with the Community Outreach Subcommittee to do outreach at local business and grocery stores. A reusable grocery bag with census information would encourage residents to visit the booth.	✓

The Business Subcommittee was tasked with connecting and engaging with employers and employees across Plano to educate them about the 2020 Census. Efforts included sponsorships, presentations, tabling, and much more. Below are key accomplishments achieved by the subcommittee:

- Contacted 25 of the top 30 employers in Plano
- Partnered with Cinemark to post flyers and posters, and reach out to their social media followers
- \$1,000 donation from Prosperity Bank
- 1,500 chip-clip donations from Baylor Scott & White
- Contacted 15 multicultural grocers and distributed promotional items at three locations.
- Presented at Leadership Plano

## Collin County Business Alliance

In addition to the Business Subcommittee's efforts, city staff worked with the Collin County Business Alliance in hosting two promotional events regarding the 2020 Census and creating a video to encourage Collin County residents to complete their census forms. The first event was a 2020 Census Roundtable held at Capital One during November 2019 informing county business leaders about the 2020 Census and encouraging promotion of participation in the process. The second event was also held at Capital One Conference Center in February 2020 as a workshop to assist nonprofit organizations in Collin County to encourage clients to complete their 2020 Census forms. The Collin County Business Alliance, in conjunction with the Collin County Regional 2020 Census Group, consisting of staff members from neighboring cities around Plano, created a video featuring mayors from the various communities within the county promoting the 2020 Census.



# 11. Strategies and Accomplishments: Educational and Cultural Organizations

## Cultural & Religious Organizations

Plano is an increasingly diverse community with numerous cultural and religious organizations serving the needs of city residents. Leaders of these organizations are often trusted voices of the community. Educating these leaders about the importance of the census can be an effective way to raise awareness and calm possible safety and confidentiality concerns of their members. The following organizations are located in hard-to-count areas or serve hard-to-reach populations:

List of Religious and Cultural Organizations Serving Hard-to-Count Communities	
Agape International Church	Japanese Mission Church Dallas
Amazing Things Ministry	Jehovah's Witnesses
Amity Bible Church	Kapardi Shirdi Sai Temple
Avenue F Church of Christ	Korean Young Nak Church
Bahá'í Faith of Plano	Living God Brazilian Church
Calvary Chapel	Logos Fellowship Church
Chabad-Plano & Collin County	Lord of Life Lutheran Church
Chase Oaks Church	Mission of the Sacred Heart
Children's Discovery Center	New Days Korean
Chin Baptist Church	New Hope Christian Fellowship
Chinese Christian Fellowship	North Dallas Community Bible Church
Chinese Church Women's Group	Northeast Bible Church
Collin County Chinese Church	Northpointe Church of Plano
Collin Creek Church	Open Bible Fellowship Church
Congregation Anshai Torah	Pan Asian Outreach
Coptic Orthodox Exodus	Plano Bible Chapel
Crosspointe Indian Church	Plano Chinese Alliance Church
Dallas Chinese Fellowship	Prairie Creek Church
Dominion Life Church	Prestonwood Baptist Church
End Time Ministries	Prince of Peace Catholic Community
Faith Lutheran Church	Providence Community Church
Fellowship Christian Center Church	Renewal Radio
First Baptist Church of Plano	Resurrection Lutheran Church
First Chinese Christian Church	Sacred Heart-Jesus Chinese
First Christian Church of Plano	Salvation Army
First Presbyterian Church of Plano	Salvation Army Family Store
First United Methodist Church of Plano	Sehion Mar Thoma Church
Forest Community Church	Shiloh Missionary Baptist Church
Godly Living Ministries	Shri Shirdi Sai Baba Temple of DFW
God's Food Pantry	Shri Ram Mandir
Good Faith Community Baptist Church	Srilalitha Peetham
Grace Chinese Baptist Church	St. Marks Catholic Church
Grace Presbyterian Church	Streams of Life Church
Greater New Birth Baptist Church	Temple De Altisimo
Help International	Texas Muslim Women's Foundation
Hill's Chapel CME Church	Water of Life Church
Hindu Temple of Frisco	Watermark Church
Hindu Temple of North Texas	Willowcreek Fellowship
Holy Nativity Episcopal Church	Yeshua House
Islamic Learning in the Metroplex	Zion Life Church

## Strategies and Accomplishments:

In partnership with the organizations listed on page 34, the Educational and Cultural Subcommittee completed the following outreach strategies:

Outreach:	Sent letters to the religious and cultural organizations listed on page 34 informing them of the importance of the 2020 Census and offering CCC assistance in outreach to their membership/customers.	✓
Train the Trainer:	Employed a "Training the Trainer" model when communicating with organization leaders to ensure they could convey the core message of the 2020 Census to their clients.	✓
Employment Opportunities:	Sharing of employment opportunities through the U.S. Census Bureau.	✓
Events and Meetings:	Made a presentation at the Multicultural Outreach Roundtable on September 10, 2019. Attended cultural events and festivals around the city.	✓
Partnership with NAACP:	Partnership with the NAACP Collin County Branch on outreach efforts for the region.	✓

## Education

As noted in the "5 Reasons It Matters to You!," a complete and accurate count is critical for school and educational programs most beneficial to Plano's hard-to-count population, such as Head Start and reduced cost lunches. The committee entered a partnership with Plano ISD and local colleges to share the importance of the 2020 Census. The following schools are located in hard-to-count areas of Plano where city staff distributed almost 11,000 promotional materials regarding the 2020 Census:

List of Elementary Schools in Hard-to-Count Areas		
Barron	Haun	Mendenhall
Beverly	Hedgecoxe	Rasor
Brinker	Hickey	Riddle (Frisco ISD)
Christie	Indian Creek (Lewisville ISD)	Schell
Dooley	Jackson	Spears (Frisco ISD)
Forman	Meadows	Stinson
Harrington	Memorial	Weatherford

## Strategies and Accomplishments:

In partnership with the local independent school districts, the Educational and Cultural Subcommittee completed the following outreach strategies:

ISD Partnerships:	Partnership with Plano ISD to distribute census information in schools located within hard-to-count areas. Worked with the Plano ISD Council of PTAs to raise awareness of the census.	✓
Events and Meetings:	Distributed census materials at Collin College. Participated in back-to-school events and fairs to distribute census promotional materials.	✓
City Facilities and Proclamations:	Displayed 2020 Census posters. Municipal Center Display – the CCC prepared a census exhibit for the Municipal Center display case from October 4 through 18, 2019, with the theme "The 2020 Census is coming!" Displayed census information at Senior Centers and Recreation Centers. Proclaimed April 2020 as "Census Month."	✓



The Educational and Cultural Subcommittee was tasked with performing outreach and education to local and regional religious and cultural associations. Below is a list of events and presentations attended:

- PISD Council of PTAs
- Worked with PISD to create a 2020 Census promotional message that was distributed to students' parents
- Multicultural Outreach Roundtable Business Leadership gathering and friendship circle
- Collin County Business Alliance meeting and nonprofit workshop
- Young Professionals of Plano group with the Plano Chamber of Commerce
- Houston Professional Women's Organization Banquet
- Friday Congregation EPIC Mosque and Friday Congregation Plano Mosque
- North Dallas Community Bible Fellowship

12. OUTREACH STRATEGY: REGIONAL PROMOTION

Regional Cooperation

Although the focus of Plano's CCC was to contact and educate Plano residents, the census also has a regional impact. Staff from the cities of Plano, Frisco, Allen, Anna, Celina, McKinney, Prosper, and Richardson met monthly to discuss "lessons learned," best practices, and ways to collaborate on regional census promotion. Accomplishments from the monthly meetings include:

Sharing Resources:	Shared flyers and promotional items and collaborated on large, regional events and festivals that attract residents across city limits.	✓
Events and Meetings:	Meet monthly with regional cities and host regional Census Day event.	✓
Public Service Announcements:	Public service announcements featuring the mayors of all participating cities and the county created in conjunction with the Collin County Business Alliance.	✓

13. STAFF ACCOMPLISHMENTS

Each subcommittee was assigned a staff liaison to better assist the committee with critical questions and general CCC operations. Staff members also ensured that committee members were equipped for meetings and events as well as sharing information with the public regarding the 2020 Census. Below is a list of accomplishments that staff members achieved:

Sharing Information and Resources:	Shared information related to 2020 Census operations and hard-to-count Population areas within Plano. Connected the committee with valuable relationships such as PISD, apartment communities, neighborhoods, nonprofits, businesses, and faith institutions. Staff members assisted with providing promotional materials, tabling materials, social contacts, and census related resources to help facilitate events and meetings.	✓
Events and Meetings:	Assisted committee members with tabling events and giving presentations at select meetings or events.	✓

Subcommittee Coordination:	Assisted committee members with event and meeting facilitation. Assisted members with contact connections between committee and stakeholders.	✓
CCC Implementation:	Hosted monthly CCC meetings and assisted committee members in outreach strategy implementation.	✓

14. SCHEDULE OF EVENTS

Phase 1: Planning & Preparation

February – July 2019

The CCC developed outreach strategies for each subcommittee, created promotional materials and flyers in multiple languages, identified events to attend to encourage census participation and produced an overall outreach strategy plan.

Phase 2: Outreach & Education

July 2019 – March 2020

The CCC conducted the majority of its outreach and education initiatives through attendance at community events and promotion at city facilities, schools, nonprofit agencies, neighborhood and various cultural organizations as well as civic groups. Content and messaging was adjusted as necessary based upon community feedback.

Phase 3: Monitoring & Reporting

April 2020 – September 2020

During this Phase, census forms were mailed to Plano residents. Preliminary results of the census self-response rate in Plano were presented each day from the Census Bureau beginning in mid-April. The CCC will monitor these results and respond as best as they can under the current pandemic crisis and report the final results and accomplishments of their work to the City Council in September. Once the report is submitted, the CCC will be disbanded until the 2030 Census.

Schedule of Events and Meetings

Here is a calendar of all of the CCC meeting dates and events at which the committee conducted presentations.

PHASE 1: FEB – JUL 2019		
Date	Outreach Type	Event Description
Feb 16	CCC	CCC Kickoff Meeting
Mar	CCC	CCC Meeting #1
Apr	Event	Riddle (Frisco ISD)
May 21	CCC	CCC Meeting #2
Jun 15	Event	Spears (Frisco ISD)
Jul 2	CCC Event	CCC Meeting #3 Assistance Center of Collin County Back to School Plano Housing Authority Back to School
Jul 4	Event Event	Independence Day Parade All-American Fireworks
July 16	Meeting	Collin County Veterans Coalition
July 17	Meeting	Lions Club



PHASE 2: AUG 2019 - JULY 2020		
Aug 6	CCC	CCC Meeting #4
Aug 12	Meeting	Day Labor Center 25th Anniversary Open House
Aug 16	Event	Celebrating Pakistan Independence Day hosted by the Pakistan Society of North Texas
Aug 17	Event	Clear the Shelters
Aug 20	Event	MCOR Business Leadership Event
Aug 28	Meeting	North Texas Pioneers Rotary Club Meeting
Sep	Event CCC CCC	Clean-up Day Nonprofit Partnerships Information Session Preparedness Month (Disaster Preparedness)
Sep 3	CCC	CCC Meeting #5
Sep 5	Meeting	Collin County Homeless Coalition Meeting
Sep 10	Meeting	Presentation to MCOR
Sep 11	Meeting	Collin County Social Services Association Meeting
Sep 12	Meeting	Plano East Rotary Club Meeting
Sep 13	Meeting	Plano Sunrise Rotary Club Meeting
Sep 17	Holiday Meeting	Constitution Day/Citizenship Day Multi-family Management Workshop
Sep 19	Meeting	Plano Rotary Club – Glen Eagles Country Club
Sep 24	Meeting Event	Collin College Voter Registration Representative Candy Noble
Sep 25	Event	Council of PTAs Vendor Fair Collin College Voter Registration
Sep 26	Meeting Event	Collin County Early Childhood Coalition Meeting Collin College Voter Registration
Sep 28	Event	Plano Families First
Oct	Meeting Meeting Meeting	Collin County Homeless Coalition Monthly Meeting Collin County Social Services Association Monthly Meeting Collin County Veterans Association Monthly Meeting
Oct 1	Event Event	National Night Out DFW Pakistan Picnic
Oct 8	CCC	CCC Meeting #6
Oct 9	Meeting	Metro Rotary Club
Oct 10	Event Meeting	Opening of the U.S. Census Bureau Dallas Office Texas Muslim Women's Foundation

PHASE 2: AUG 2019 - JULY 2020		
Oct 11	Meeting Event	Neighborhood Leadership Council Drug Take Back Day
Oct 12	Event	Plano International Festival
Oct 15	Event	Collin County Veterans Coalition
Oct 4-18	CCC	Municipal Center Display Case
Oct 19	Event	Good Tree Academy
Oct 22	Event	PISD Council of PTAs
Oct 24	Event	Boo Bash
Oct 25	Event	Islamic Association of Collin County
Oct 26	Event	Wellness Center for Older Adults
Oct 26	Meeting	MCOR Friendship Circle
Oct 29	Meeting	Plano West Rotary Club
Nov 1	Event Event Meeting	Christmas Cops Toys for Tots Collin County Coalition of Charitable Clinics
Nov 2	Event Event	Urban Movement Fest North Dallas Community Bible Fellowship
Nov 5	Event CCC	Collin County Business Alliance CCC Meeting #7
Nov 6	Meeting	Religious Celebration Event
Nov 7- 11	Event	Neath the Wreath Christmas Market
Nov 7	Meeting	Senior Advisory Board
Nov 8	Event	Friday Congregation EPIC Mosque
Nov 9	Event	Neighborhood Leadership Summit
Nov 12	Meeting	Collin County Veterans Coalition
Nov 13	Meeting	Plano West MCOR Youth Group
Nov 14	Meeting Meeting	Houston Professional Women's Organization Banquet Council Member Shelby Williams
Nov 16	Meeting	Love Where You Live – Douglass Community
Nov 17	Event	International Women's Club
Nov 19	Event	NAACP of Collin County
Nov 26	Meeting	Chabad Center of Plano
Dec 2	Meeting	Prestonwood Baptist
Dec 3	Meeting CCC	Chase Oaks Church CCC Meeting #8
Dec 5	Meeting Event	Good Tree Academy CCBA Luncheon



PHASE 2: AUG 2019 - JULY 2020		
Dec 10	Event Event	MCOR Holiday Potluck UNIDOS
Dec 12	Meeting	Leadership Plano
Dec 17	Meeting	Plano PTA
Dec 19 - 20	Event	Plano Angel Tree – Salvation Army
Dec 20	Meeting	Chase Oaks Church
Dec 21	Event	Assistance Center of Collin County – Plano Santas
Jan 7	CCC	CCC Meeting #9
Jan 8	Event Meeting	Collin County Council on Family Violence St. Elizabeth Seton
Jan 12	Meeting	First United Methodist Church Plano
Jan 13	Meeting	Prestonwood Baptist Church
Jan 14-15	Events	Whiffletree X Apartment Complex Production of Videos (English and Spanish) in conjunction with PISD
Jan 16	Meeting	St. Marks Catholic Church
Jan 17	Meeting	Old Shepard Apartments
Jan 18	Event	MLK Jr. Day
Jan 19	Meeting	Ismaili Jamatkhana
Jan 21	Meeting	NAACP of Collin County
Jan 22	Meeting	Chase Oaks Church
Jan 23	Event	Annual Homeless Count
Jan 26	Meeting	Preserve at Preston Apartments
Jan 28-29	Event	PISD Collaboration on Promotional Materials
Jan 30	Meeting	Ranch on Ridgeview
Jan 31	Meeting	Neighborhood Leadership Meeting
Feb 1	Event	India Bazaar Plano
Feb 1	Event	Bengali Annual Prayer Festival
Feb 1	Meeting	Inside Plano Podcast
Feb 4	Meetings	Highlands of Preston Apartments Census Workshop North Texas Council of Governments CCC Meeting #10
Feb 6	Event Event	State of the City Address Weatherford Elementary Multicultural Meeting
Feb 7	Event	Ranch on Ridgeview Apartments
Feb 8	Event	MCOR Citizenship Workshop NAACP of Collin County Luncheon

PHASE 2: AUG 2019 - JULY 2020		
Feb 10	Meeting	Shiloh Townhomes
Feb 11	Meeting	Prestonwood Hills Apartments
Feb 12	Meeting	Preserve at Preston Apartments
Feb 13	Events	Avalon and Thornbury Senior Homes Collin County Business Alliance Nonprofit Workshop
Feb 14	Event	Friday Congregation Plano Mosque
Feb 15	Meeting	Light of Hope Center
Feb 17	Event	Old Shepard Place Apartments
Feb 21	Event	Oasis International Market
Feb 24	Event	Junior League Meeting
Feb 28	Event	Friday Congregation EPIC Mosque
Feb 29	Event	India Bazaar
Mar 1	Meeting	Chinese Christian Herald Crusade Community Center
Mar 6	Event	Inside Plano Podcast
Mar 7	Event	Z. Tao Marketplace
Mar 12	Meeting	Plano Chamber of Commerce Podcast
Mar 13	Event Event Meeting	Trader Joes Market Whole Foods Plano Sunrise Rotary Club
Mar 14	Event	Mi Bandera Grocery Store
Mar 15	Event	All Census Related Events Postponed due to COVID-19
July 8	CCC	CCC Meeting #11

**Post-CCC Events**

Once the CCC work has been completed, the 2020 Census process will continue. Enumerators will be sent out in the field for door to door canvassing of non-responding households starting August 9 and ending September 30, 2020. The total population count for each state will be delivered to the president by December 31, 2020, and local area counts used for congressional redistricting will be provided to each state by April 30, 2021. Individual census forms will then be secured in the National Archives until public release on April 1, 2022.

POST CCC ACTIONS	
December 2020	Report from U.S. Census Bureau due to the president
April 2021	Census Bureau to release first set of information
April 2022	Individual 2020 Census forms released to the public



15. PHOTOS, ACCOLADES, AND HIGHLIGHTS



Proclamation

Census Month: April 2020  
Shaping Plano's Future

WHEREAS, in February 2019, the Plano City Council established the 2020 Census Complete Count Committee to encourage every person living in Plano to be counted in the 2020 U.S. Census; and

WHEREAS, for each person not counted during the census our community loses \$15,000 of federal funds over the next 10 years. This money supports police and fire services, health care, transportation, schools, family and senior services, and other community services. More than \$675 billion in federal funds from more than 280 programs are at stake, which impacts all social levels in Plano; and

WHEREAS, population figures derived from the 2020 Census and the American Community Survey over the past ten years helped the City of Plano attain more than \$71 million in state and federal funding through grant programs. Census data also drives \$38 million in Plano Independent School District funding. These figures do not include what colleges and other community organizations received through the grant programs; and

WHEREAS, social service organizations determine their client base from demographics derived from the census count; and

WHEREAS, more than 30,000 businesses operate in Plano and many use census information to determine if our city was the right place to locate their business; and

WHEREAS, the census count ensures Plano receives adequate representation within federal, state and local government; and

WHEREAS, there are more than 286,000 Plano residents and the census count reaffirms how the City can meet the needs of a more diverse and aging population with adequate streets, infrastructure and municipal services; and

NOW, THEREFORE, I, HARRY LAROSILIERE, MAYOR OF THE CITY OF PLANO, TEXAS, do hereby proclaim April 2020 as 2020 Census Month in the City of Plano, and encourage all residents to complete your U.S. Census form because... It's safe. It's easy. It's important.



City of Plano, Texas Government  
May 28 at 9:45 AM

Can we count on you? Knowing the number and diversity of residents helps businesses add the right jobs for success and a stronger economy. Your neighborhood could also enjoy better access to grocery stores, pharmacies, gas stations, theaters, restaurants and more when census data supports it. <https://2020census.gov>



16. 2030 CENSUS RECOMMENDATIONS

As stated in the opening summary of the report, the 2020 Census Complete Count Committee was committed to serving excellence to Plano residents and surrounding communities. The committee accomplished many of the strategies outlined in June of 2019 and provided numerous hours of voluntary service with community outreach activities. World and national events beyond the committees' control surfaced during the first three months of 2020 that presented unique challenges that prohibited the group from increasing Plano's overall self-response rate from previous censuses. In light of these challenges and potential issues that could transpire over the next ten years, both the CCC members and city staff developed some recommendations for consideration when forming and operating the 2030 Census Complete Count Committee.

Complete Count Committee Recommendations

1. Develop a partnership with the local school districts by 2028 if possible
2. In 2028, create a small committee of five residents with diverse backgrounds tasked with ideas on developing an effective communication strategy with city residents
3. Collaborate with city staff on creating the 2030 Census budget
4. Work with City Council to identify and enlist key people to staff the 2030 Complete Count Committee
5. Review the first eight months of events data from the 2020 Census Council Report and draft a plan for operation in 2029
6. Energize the community with contests such as "Name a Plano Census Mascot" or host a Plano Census coloring sheet exhibition and award prizes
7. Incorporate City of Plano logo within the 2030 U.S. Census Bureau logo
8. Limit census content to a single webpage with direct links to the 2030 Census website
9. Create promotional materials focused on apartment residents and young professionals
10. Connect 2030 Census core messaging to current events
11. Reach out to apartments in hard-to-count areas sooner and develop relationships with Plano's corporate community
12. Coordinate census events with neighboring cities
13. Host Census Day based block parties in neighborhoods around the city

These recommendations are suggestions based on experiences from the 2020 Census Complete Count Committee in terms of engaging people and encouraging them to complete their forms. 2020 has been a year of quick and radical changes in our society and the world. If this pace of change continues as we know it today, the world will be a much different place in 2030. It will be imperative for the City of Plano to keep abreast with the latest technological advancements and social engagement platforms that will be present at that time. Also important will be the need to have a plan that can adapt quickly to unforeseen events to achieve the goal of encouraging as many residents as possible to self-respond to the 2030 Census. The more people that complete their forms on their own initiative, the less need for enumerators to seek non-responders. This could save federal tax dollars that may be scarcer than at present to fund programs. All of this is very important as census data will continue to be a critical resource required by local governments, schools, businesses and social service agencies to provide services to their constituents and clients.