

Complete Count Committee

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Catherine Riggle

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Chris Downs, Vice Chair

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Mary Alice Garza

Owen Cheng

Pat Greer

Rich Holmer

Rick Horne

Ron Dubner

Shaheen Salam

Summer Kim-Davis

Tania Rodriguez

Tianle Tong

Zeb Khan





Census 2020
Shaping Plano's Future

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United States[®]
**Census
2020**



2020 Census

Complete Count Committee Final Report

Alan Johnson, Chair
Chris Downs, Vice Chair

Committee Final Report


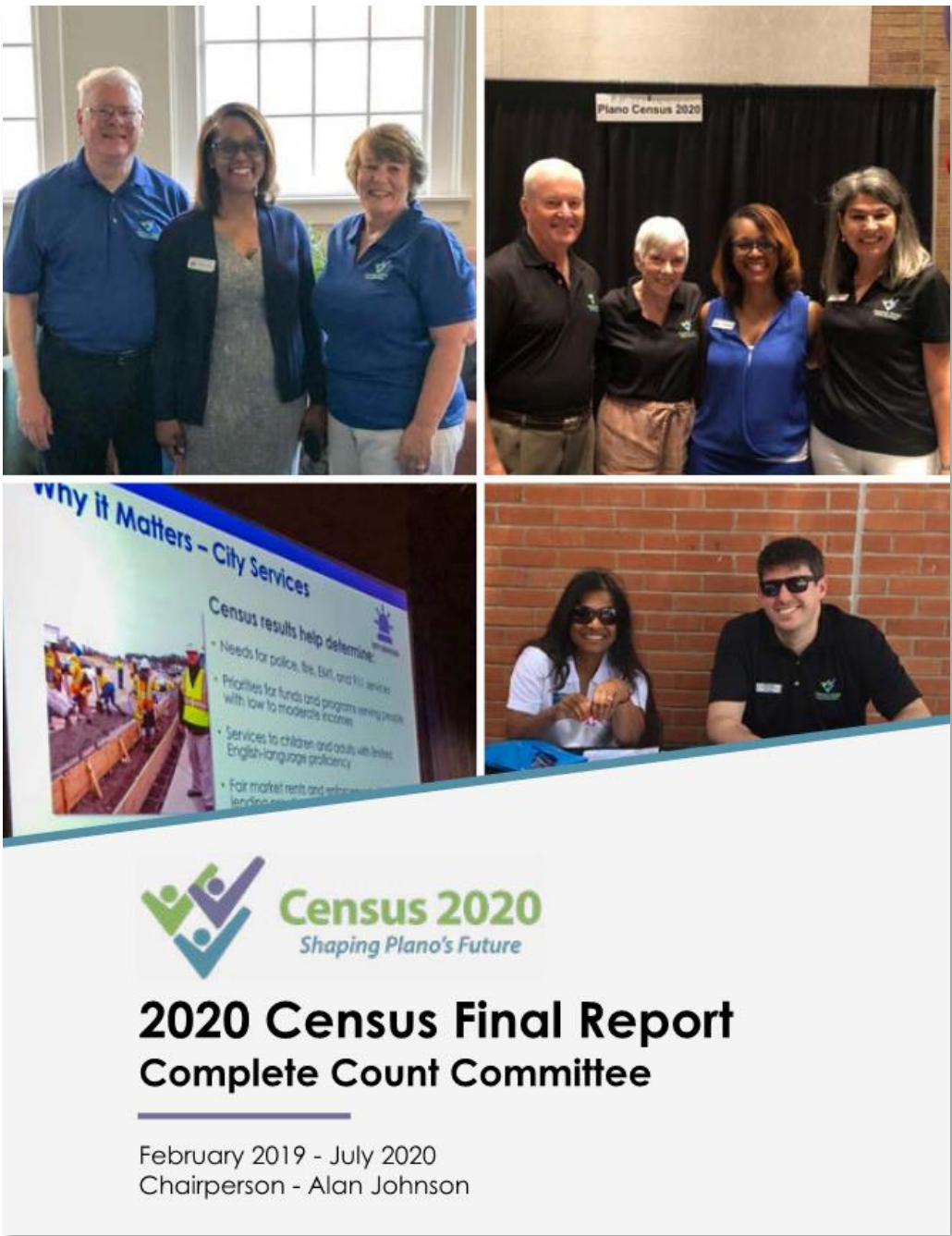



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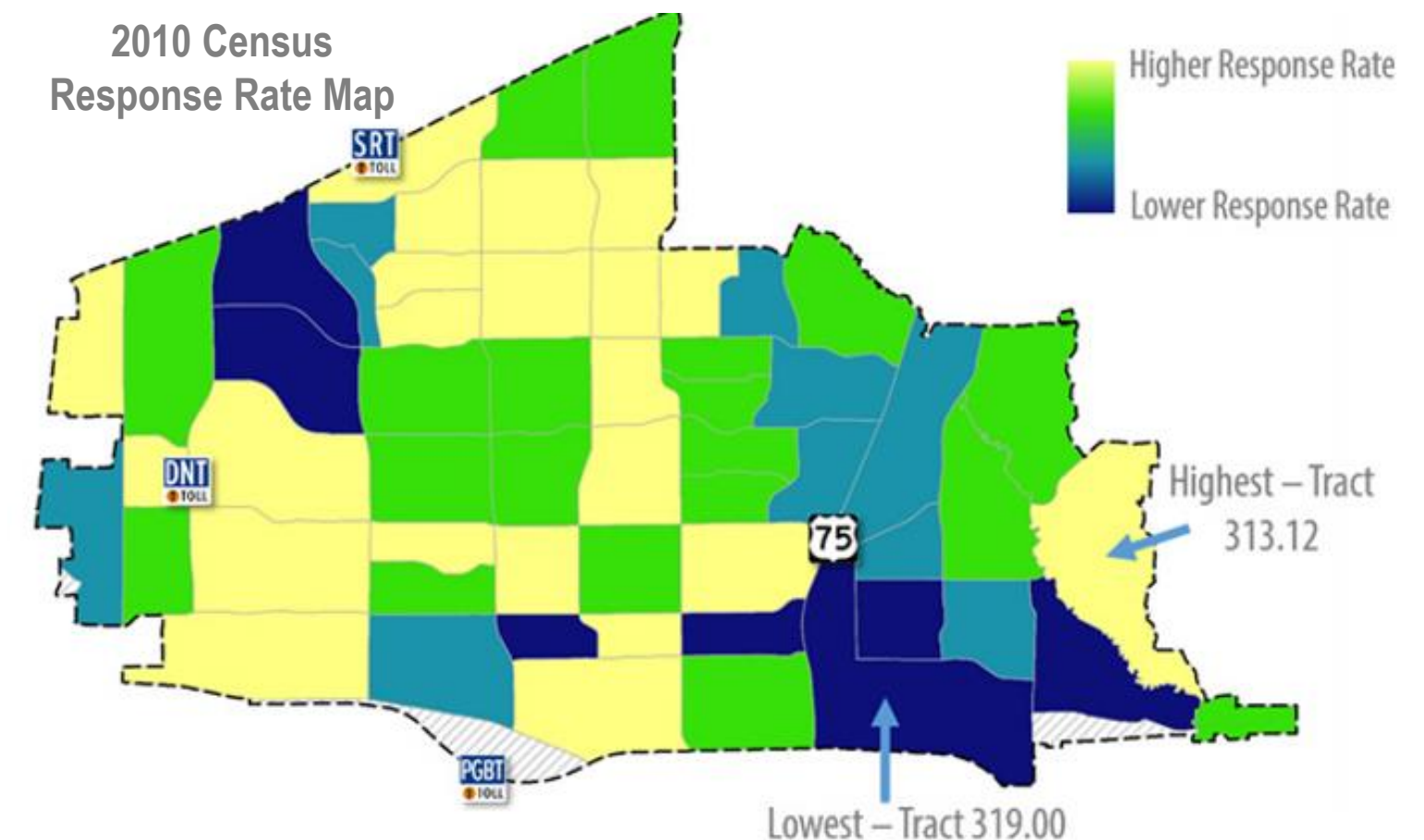
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Committee Purpose

1. Perform 2020 Census **outreach** and **education** to Plano residents.
2. Encourage **self-response**, limiting needs and costs for census takers going door-to-door.
3. Target promotional and educational efforts to **“hard-to-count”** sections of the population.

Most Likely to Self-Respond:		Least Likely to Self-Respond:	
1.	Single-Family/Owner Occupied Units	1.	Multifamily/Renter Occupied
2.	Naturalized U.S. Citizens	2.	Non U.S. Citizens
3.	Married	3.	Newer Residents
4.	Household Income Greater than \$150k	4.	Household Income Less than \$75k
5.	Ages 45-60	5.	Ages 20-34
6.	Long Time Residents	6.	Speak Spanish at Home
7.	White	7.	Black or African American
8.	Born in Asia (led by China)	8.	Born in Latin America (led by Mexico)
9.	Ages 60 to 64	9.	Did not Graduate/No High School Diploma
10.	Educated	10.	Unmarried w/ Children



Members

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David Smith	Julie Holmer	Tania Rodriguez
Denise Hamilton	Khalid Ishaq	Tianle Tong
Diane Johnson	Mary Alice Garza	Zeb Khan
Dr. Subir Purkayastha	Owen Cheng	

Support Staff

Mike Bell, Planning (Co-Liaison)
Steve Sims, Planning (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



Timeline

Phase 1: Planning & Preparation

February 2019 – July 2019

Phase 2: Outreach & Education

July 2019 – March 2020

Phase 3: Monitoring & Reporting

April 2020 – September 2020

Key 2020 Census Dates:

Mar 2020 – Census Forms Mailed to Residents

Aug 2020 – Door-to-Door Enumeration Started

Sep 2020 – Door-to-Door Enumeration Ends

Dec 2020 – Final Count due to President

Apr 2021 – First Release of Data



Core Messaging



It's Safe.



It's Easy.



It's Important.

5 Reasons Why



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.

www.plano.gov/census

Major Challenges



Privacy and Confidentiality of Personal Data

Public Trust in Government

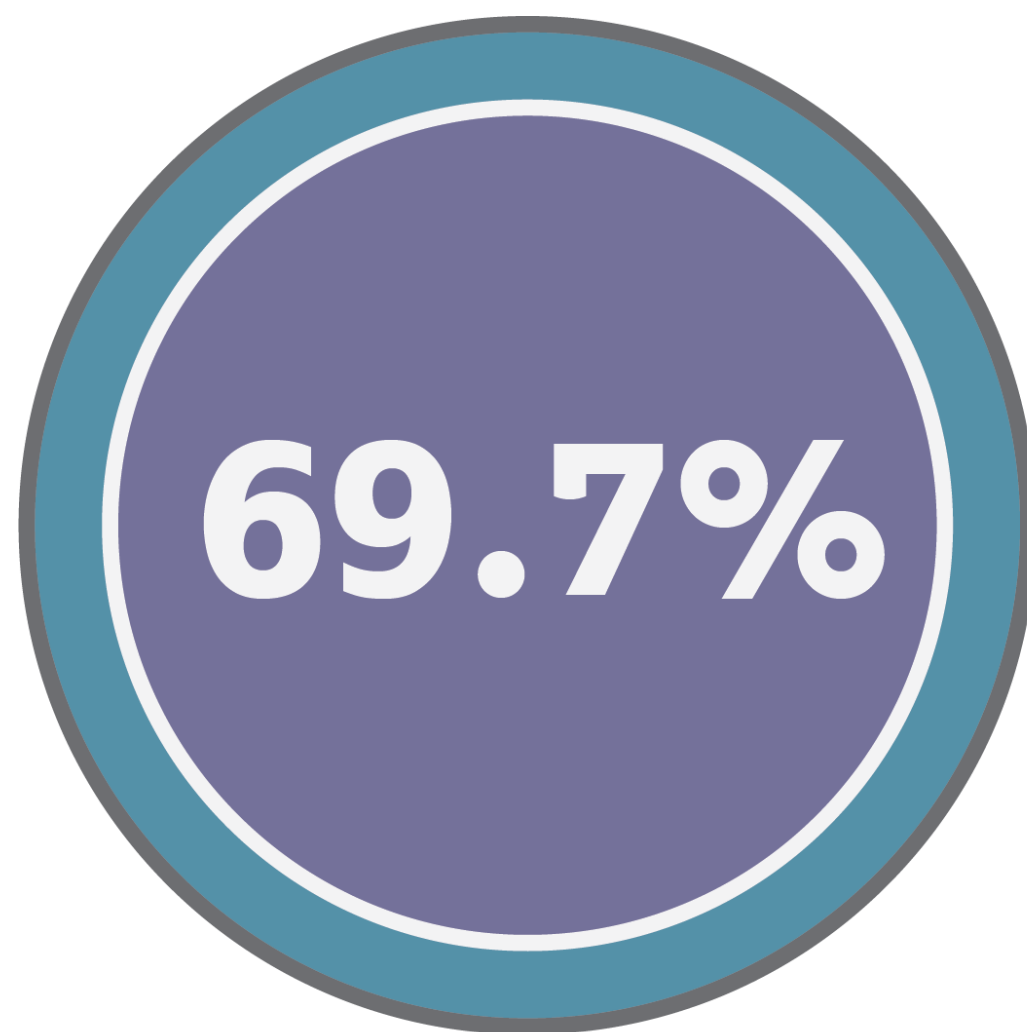
Cybersecurity and Scams

Citizenship Question

COVID-19

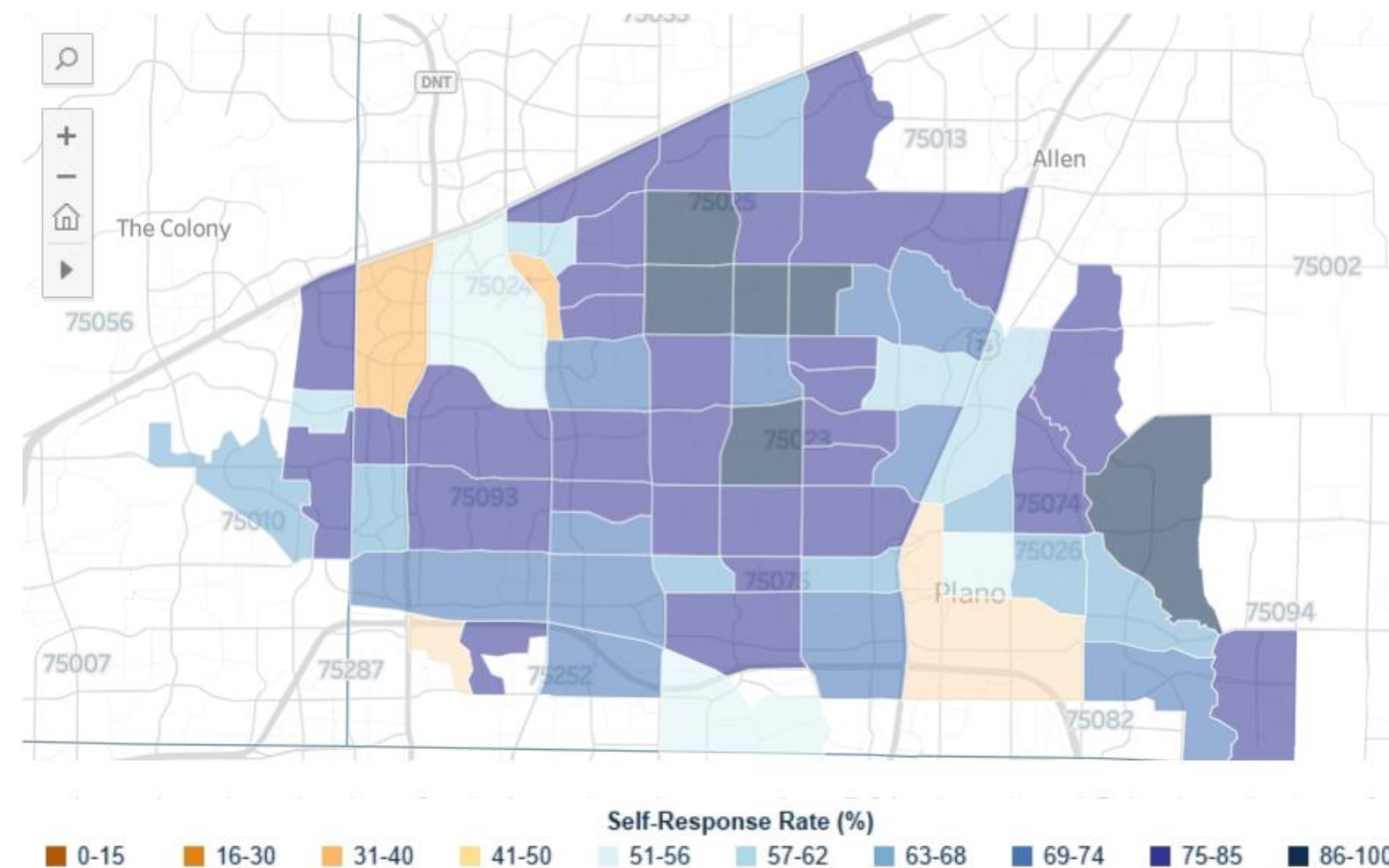
Key Accomplishments

Self-Response Rate
(at time Door-to-Door
Enumeration Started)



Self-Response Rate as of 09/08/2020: 72.5%
2010 Final Self-response Rate: 74.4%

- Ranks 1st among 15 largest cities in Texas
- Exceeds Collin County, Texas, and USA
- 65.6% response rate online



Key Accomplishments

Promotional Items

Over 60,000 Materials Given Away

Koozies

Flyers

Posters

Bookmarks

Chip Clips

Tote Bags

Cups

Crayons

Coloring Pages

Stickers

Sticky Notes



- 60,000+ items distributed
- 90,000+ residents reached

Key Accomplishments

78
Events

500+ hours of
volunteer service
by committee
members

59
Meetings



Key Accomplishments



- Partnership with Plano ISD to distribute nearly 11,000 promotional materials to elementary schools in “hard-to-count” areas.
- Partnership with Collin County Business Alliance on special events, social media messaging, and outreach to local businesses.

Subcommittee Accomplishments

Notable Accomplishments

- **Media, Marketing, and Events**

- Video clips in both English and Spanish
- Created the plano.gov/census webpage on the city website to help share 2020 Census related materials, news, and resources

- **Community Outreach**

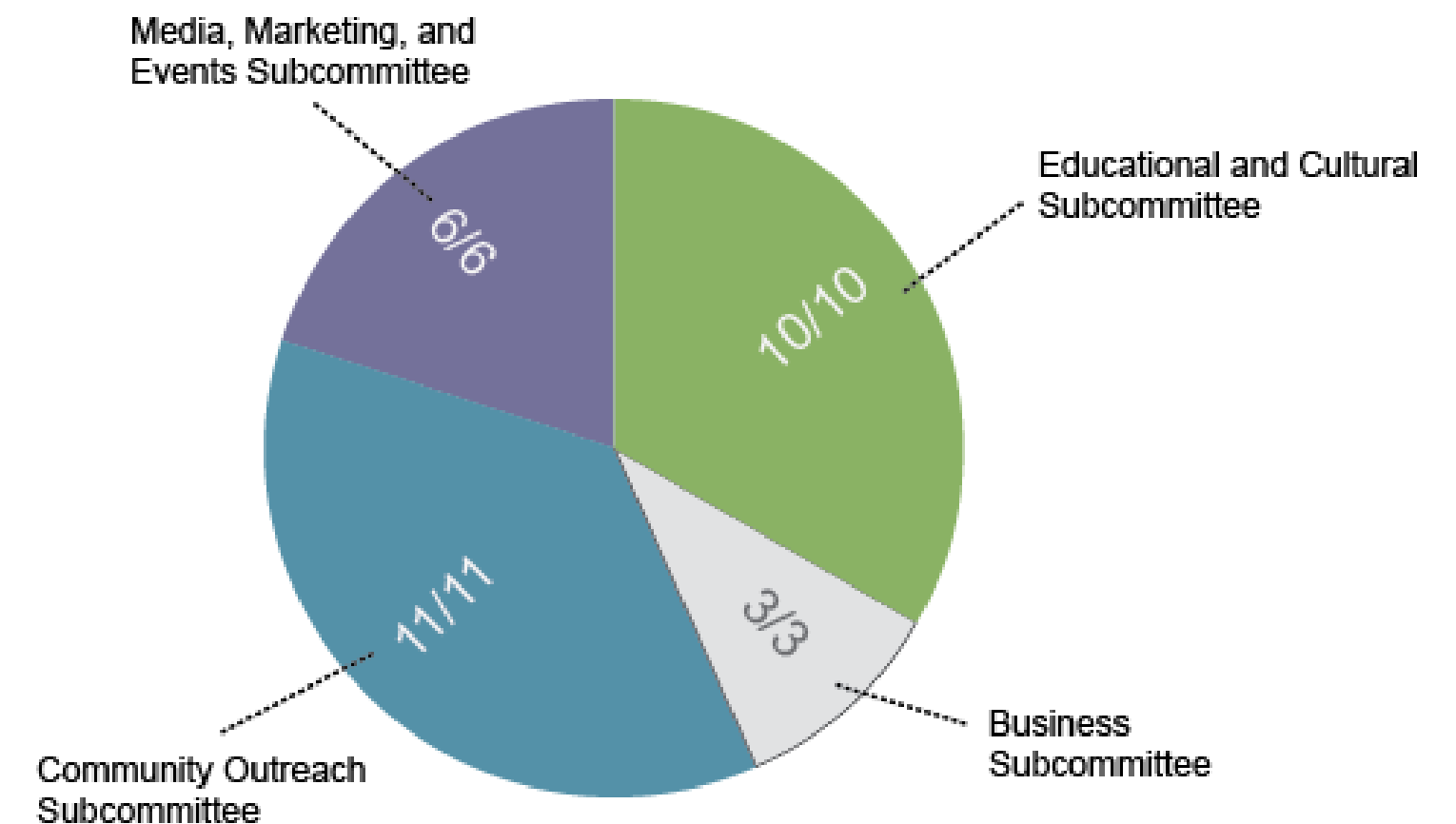
- Reached out to over 250 apartment managers by email to educate them about the 2020 Census
- Hosted 12 tabling events at local markets to educate customers about the Census
- Census presentations were given to 12 nonprofit groups with an estimated total attendance of about 535 nonprofit representatives and staff
- About 40 nonprofit organizations collected promotional materials to distribute to their clients

- **Business**

- Contacted 25 of the top 30 employers in Plano
- \$1,000 donation from Prosperity Bank
- 1,500 chip-clip donations from Baylor Scott & White

- **Educational and Cultural**

- Conducted presentations for PTA organizations at various Plano ISD schools
- MCOR Business Leadership gathering and friendship circle presentation
- Collin County Business Alliance meeting and nonprofit workshop presentation
- Young Professionals of Plano group with the Plano Chamber of Commerce presentation
- Attended and presented at Friday services at the Plano Mosque and the EPIC Mosque



Strategies Achieved by Subcommittee

2030 Recommendations

Plan Ahead

- Partner with PISD earlier
- Review the 2020 Census Council Report prior to drafting a plan for operation in 2029
- Establish community relationships prior to census aimed towards apartments and businesses

Committee Considerations

- Members with diverse backgrounds
- Additional collaborations with neighboring cities
- Energize community with "Name a Plano Census Mascot" competition

The Message

- Connect 2030 Census message to current events
- Create additional content to apartment communities and young professionals
- Create effective communications strategy

Special Thanks!

Tenishea Turner, U.S. Census Bureau
Marsiela Gonzalez, U.S. Census Bureau
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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



Thank you
