

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 identified 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.