

Census 2020

McKinney Complete Count Committee

November 19, 2018

City of McKinney City Council Special Meeting

Empress Drane, City Secretary

Shirletta Best, Community Services Administrator

Housing & Community Development





BACKGROUND

- The Decennial Census is a head count of all persons who reside in the United States. Mandated by the U.S. Constitution since 1790, it occurs every 10 years. Data is used to determine how a community is changing and its needs.
- Availability of federal and state funds distributed to meet local needs. Residents, businesses, educators, nonprofits, and emergency planners use census data. Census data also determines the number of representatives each state receives in Congress.
- Census 2020 Goal: Ensure a Complete and Accurate Count of McKinney residents.



“Count Everyone Once, Only Once, and in the Right Place.”

MCKINNEY BENEFIT

- Census data confirmed McKinney recognition as one of the fastest growing communities in the U.S.
- Supported being named one of the best places to live in the U.S.
- Census 2020 will provide part-time and full-time job creation under the local Census office in Collin County (**estimated start: 2019**)
- Supports local planning, service improvements, and growth.
- Every resident can participate.



McKinney 2020

Complete Count Committee

City Council confirmed committee formation on October 16, 2018 under Resolution 2018-10-124 (R). The committee will meet as needed, developing an local outreach awareness campaign to support a complete, accurate count in the following ways:

- Seek sub-committee volunteers to also participate in outreach planning. City staff, community leaders, and residents working together.
- Ensure citywide and diverse census participation to increase the response rate.
- Engage partnerships with community, education, and business groups.



“Count Everyone Once, Only Once, and in the Right Place.”

CITY COUNCIL: INPUT REQUESTED

- Staff requests City Council identify and appoint additional members to the Committee. Per Council member, *appointment of 1-2 persons, with a background in any category:*
 - Education
 - Community and Faith-Based Organizations
 - Neighborhoods/Awareness
 - Businesses
 - Outreach and Data Facilities
 - Public Relations/Marketing

Discussion/Questions?

Census Day
April 1, 2020

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