



18-1011

TITLE: Consider/Discuss/Act on Appointing Members to the Census 2020 Complete Count Committee

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: November 19, 2018

DEPARTMENT: City Secretary

CONTACT: Empress Drane, City Secretary
Shirletta Best, Community Services Administrator

RECOMMENDED CITY COUNCIL ACTION:

- Appointment of members to McKinney's Census 2020 Complete Count Committee

ITEM SUMMARY:

- The Census 2020 Complete Count Committee is a partnership with the U.S. Census Bureau, the City of McKinney and its community leaders (community-based and faith-based organizations, schools, the media and others) for the purpose of improving awareness, outreach, and participation in the 2020 Decennial Census, through a locally developed and implemented grass-roots campaign.
- Staff requests 1-2 recommendations per category to appoint members to the committee. Structure areas include: Education; Community and Faith-Based Organizations; Businesses; Neighborhoods and Awareness; Outreach and Data Facilities, and Public Relations/Marketing. The citywide effort will include sub-committees to ensure grass-roots impact toward full participation and a census team comprised of city staff liaisons.
- The goal is to ensure every McKinney resident is counted in our community, and that information collected for all residents is confidential, regardless of status. The 18-month outreach effort leads to participation on Census Day, April 1, 2020.

BACKGROUND INFORMATION:

- The 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.
- The Census is important and data is used by citizens daily. Census data is used to determine how a community is changing and its needs. Based on data, federal funds are distributed to communities each year to be used locally for hospitals; transportation; Title 1 grants to educational institutions; emergency food and shelter and infrastructure, including roads and bridges. Other uses for census data includes the analysis of local labor supply trends, health services planning and facilities for persons with disabilities, and determines how many representatives each state receives in Congress.
- New technology will be introduced to make it easier to respond. Residents will be able to respond online, by phone, or by mail. The City is already working with the Census Bureau in this process.
- *The Census also provides job creation.* Census 2020 will also need local residents to support the local Area Census Office with part-time and full-time employment in preparation of and the closeout for census operations.

FINANCIAL SUMMARY:

- There is no impact to City Council to determine suggestions of those who will participate.

SUPPORTING MATERIALS:

[Census 2010 Data](#)
[Committee presentation](#)