



20-0097

**TITLE:** Consider/Discuss/Act on Resolution authorizing the City Manager to apply for and accept For FY 2020 Texas Counts Pooled Grant Funds, for McKinney Census 2020 Outreach and Education Program, if awarded, from Educate Texas at Communities Foundation of Texas

**COUNCIL GOAL:** Goal 5 - Enhance the Quality of Life in McKinney

**MEETING DATE:** January 21, 2020

**DEPARTMENTS:** City Secretary's Office  
Housing & Community Development

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

**RECOMMENDED CITY COUNCIL ACTION:**

- Approve the Resolution.

**ITEM SUMMARY:**

- The City of McKinney and the city's 2020 Census Complete Count Committee, seeks to apply for grant funds in the amount of \$30,000 from the Texas Counts Pooled Fund under the Educate Texas program, to support an accurate and complete count in the city and overall in the state of Texas.

**BACKGROUND INFORMATION:**

- Ensuring a complete 2020 Census count is critical to the future of our community. The current population estimated by the City of McKinney as of January 1, 2019 is listed at 187,802 residents. The estimated cost of a 1% undercount in Texas is projected to be approximately \$ 300 million per year over the next 10 years in federal revenue lost - a potential major setback for shared resources in the future for Texans and the city of McKinney.
- The greatest impact of an undercount is with Hard-to-Count (HTC) populations. This includes, but not limited, to young children under the age of 5, school aged children under the age of 18, low-income families and individuals, senior citizens,

people experiencing homeless, persons with disabilities, Veterans, and Hispanic or other historically underserved populations.

- Funds will be used toward an education and outreach program for collaborative efforts with local organizations, faith-based groups, schools, businesses, and residents to promote 2020 Census participation. Schools, neighborhoods, and faith-based groups play a key role in promoting 2020 Census participation. Funding will support our local assistance centers to help residents complete the form; language services to support translation needs; community and neighborhood outreach, and support of school efforts to promote the census in Hard-to-Count census tracts.
- Census 2020 data is important for all in McKinney. It impacts schools, city services, healthcare, emergency services and other decision making. Residents will begin to receive Census 2020 questionnaire information in their households beginning mid-March. Outreach efforts will continue until early August, 2020.

**FINANCIAL SUMMARY:**

- No financial match is required.
- If funds are awarded, staff may return to city council to request a budget amendment ordinance, or funds may be supported under the city's grant contingency fund.

**SUPPORTING MATERIALS:**

[Resolution](#)

[2019 Population Estimates](#)

[Census McKinney Flyer](#)