



## **City of McKinney Press Release**

*FOR IMMEDIATE RELEASE*

### **2010 Census forms mailed in March count residents**

*McKinney's population expected to more than double from last official Census*

McKINNEY, TEXAS (February 26, 2010) – This March, every residence in McKinney will receive the 2010 Census, which counts all residents living in the U.S. By filling out the shortest form in Census history, McKinney residents can make a lasting impact on the future of the city.

“The last time McKinney’s population was counted in a decennial census, we had a population of 54,000 residents. With a population of more than 126,000 today, it is especially crucial for McKinney citizens to fill out and return the census form,” said McKinney Mayor Brian Loughmiller. “The census count determines consideration for various grant opportunities available to urban areas based on population. Federal grants that are important for infrastructure, energy efficiency and other programs are available at different levels for cities that are less than 100,000 as opposed to cities of McKinney’s size. An accurate census count will ensure that McKinney is considered in the proper category when applying for federal funds for necessary projects.”

The Census estimates that every family of four that does not fill out the census costs the city around \$50,000. In McKinney, census data is used to determine how much funding we receive from the federal government for programs that improve quality of life, primarily in low to moderate- income households.

The Community Development Block Grant, known as CDBG, is a federally funded program that is impacted by Census data. CDBG funds the city’s housing rehabilitation program that provides emergency repairs and major rehabilitation repairs to low to moderate income homeowners. Through the programs like Housing Rehabilitation, Public Services and Affordable Housing, local homeowners can get assistance purchasing and maintaining their homes. CDBG also greatly contributes to neighborhood revitalization. The 2010 Census will help leaders gain an accurate count of residents that qualify for programs like these to increase funding.

The initial form package consists of the 2010 Census form, a cover letter and a postage-paid return envelope. Census workers will visit households that do not return the forms to take a count in person after April 15.

Answers are protected by law and are strictly confidential. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies, and even the White House.

The McKinney City Council created a Complete Count Committee made up of community leaders and volunteers who are helping explain the importance of the 2010 Census data to our community. During the city's official Census Week from March 22 – 27, the committee is planning various activities and programs to reach out to the community and encourage participation with the Census.

“Our community's future depends on every resident filling out the 2010 Census. We're working hard to educate our community about how important the data is with the hopes that everyone in McKinney to take just 10 minutes to complete and mail back their census forms,” said Complete Count Committee Chair Mark Turman.

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### **About McKinney**

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of 126,500. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments, and it was recently ranked as one of the Top 10 Best Places to Move by Forbes Magazine. Visit the city's Web site at [www.mckinneytexas.org](http://www.mckinneytexas.org).

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