Texoma Economic Development District

PUBLIC ENGAGEMENT GUIDE

TEXOMA COUNCIL OF GOVERNMENTS

Public Engagement Guide

Key Indicators For Planning the Perfect Outreach Strategy

Public engagement is a great way to identify your audience and determine priorities. The results of public engagement should affect your decision-making. Every project will need a different strategy. By considering data-driven indicators, your public engagement strategy can be tailored to ensure better outcomes for people affected by your project.
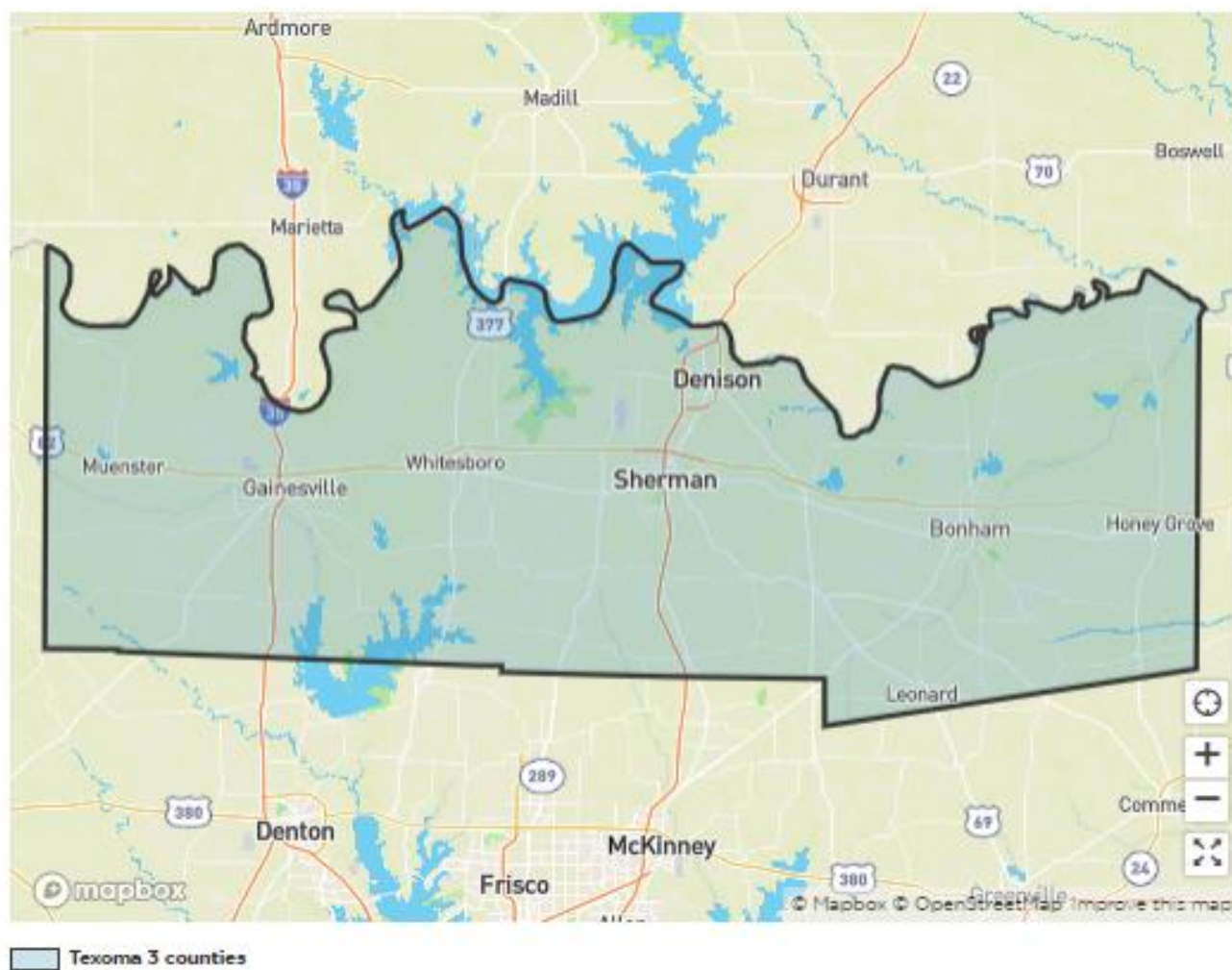
This guide includes indicators for you to use across 5 topic areas:

1. **Representation**

2. **Written Materials**

3. **Online Accessibility**

4. **Location Accessibility**

5. **When To Hold An Event**

Please note: The characteristics included in this report should be used to understand demographics among potentially vulnerable populations. They are not meant to label any certain characteristic as inherently disadvantageous.

Total Population in this Area

209,001
People
Texoma 3 counties

40,428
People
Cooke County, TX

133,527
People
Grayson County, TX

35,046
People
Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Texoma 3 counties

Report from Mysidewalk.com, 06/2022

Representation

The demographics of outreach respondents should roughly mirror the demographics of the project area's population. Participants should represent a range of socioeconomic, geographic, ethnic and cultural groups. To test if outreach methods are reaching targeted groups, include survey questions about recipient demographics such as age, race/ethnicity, income, and others.

Females
50%
Texoma 3 counties

50%
Cooke County, TX

51%
Grayson County, TX

47%
Fannin County, TX

Female Median Earnings
$30,451
Texoma 3 counties

$28,451
Cooke County, TX

$26,689
Grayson County, TX

$30,840
Fannin County, TX

Males
50%
Texoma 3 counties

50%
Cooke County, TX

49%
Grayson County, TX

53%
Fannin County, TX

Male Median Earnings
$43,224
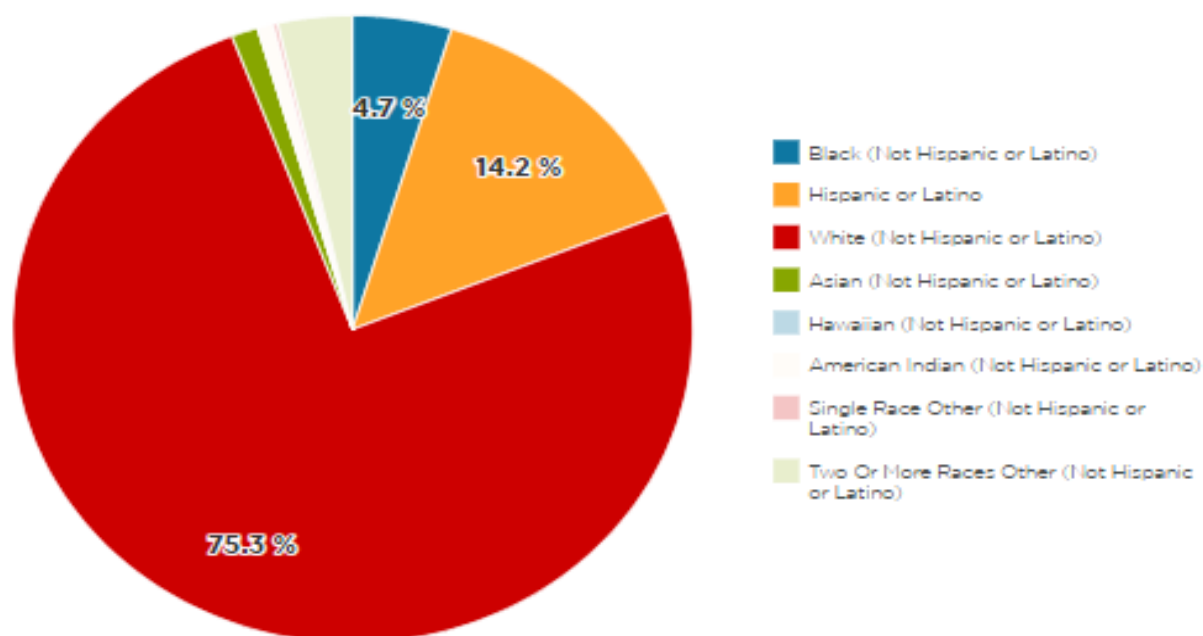Texoma 3 counties

$41,980
Cooke County, TX

$37,372
Grayson County, TX

$40,700
Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Race/Ethnicity Totals

Legend:
- Black (Not Hispanic or Latino)
- Hispanic or Latino
- White (Not Hispanic or Latino)
- Asian (Not Hispanic or Latino)
- Hawaiian (Not Hispanic or Latino)
- American Indian (Not Hispanic or Latino)
- Single Race Other (Not Hispanic or Latino)
- Two Or More Races Other (Not Hispanic or Latino)

Texoma 3 counties
Sources: US Census Bureau ACS 5-year 2016-2020

Age Totals

Legend:
- Texoma 3 counties
- Cooke County, TX
- Grayson County, TX
- Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Written Materials
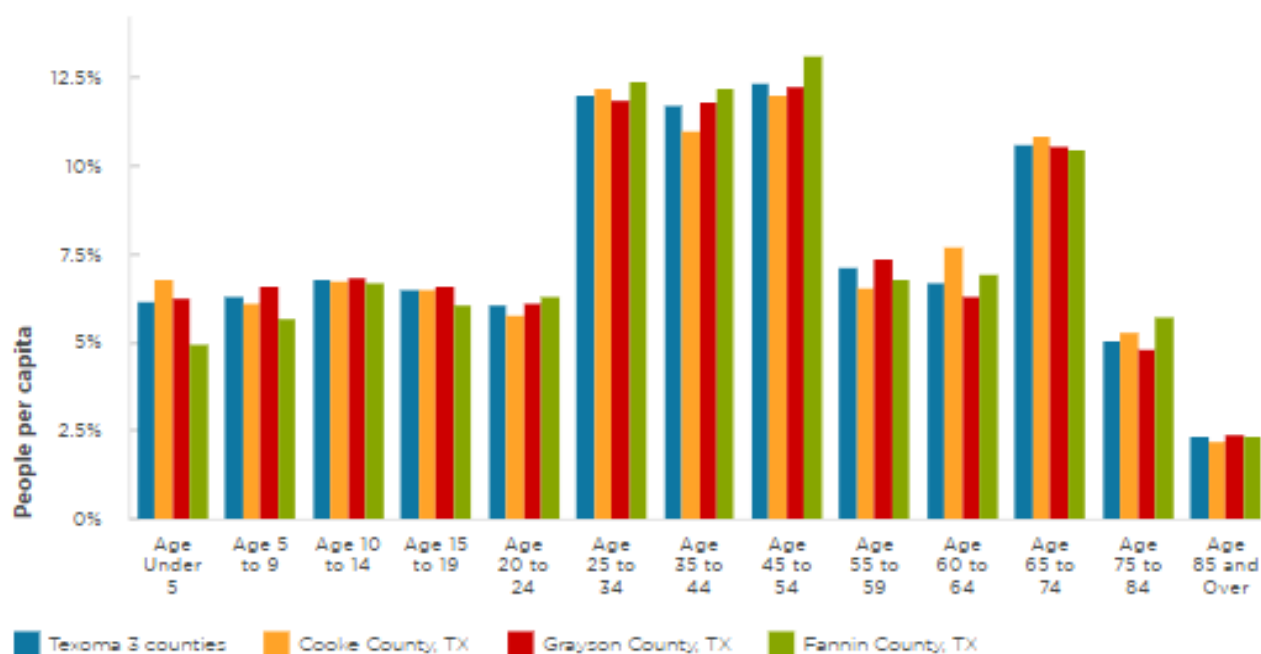
When creating materials for any outreach opportunity, consider your audience's language. To ensure meetings are accessible to all participants, decide if written materials should be available in more than one language. Additionally, you can offer in-person translation services. For those with vision difficulty, include online materials with screen reader compatibility. Also, consider the educational attainment of the project area. You should ensure written materials can be understood by individuals with limited literacy. For individuals experiencing mild cognitive difficulty, leave materials behind for them to take.

| **Limited English Speaking Households**	**Less Than A High School Diploma**
1.7% of total households Texoma 3 counties	**11%** of people age 26 and over Texoma 3 counties
2.6% of total households Cooke County, TX	**12.1%** of people age 26 and over Cooke County, TX
1.6% of total households Grayson County, TX	**10.3%** of people age 26 and over Grayson County, TX
0.8% of total households Fannin County, TX	**12.6%** of people age 26 and over Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Language Spoken at Home

- English Only
- Spanish
- Other Indo-European
- Asian-Pacific Islander
- Other

9.7 %

88.7 %
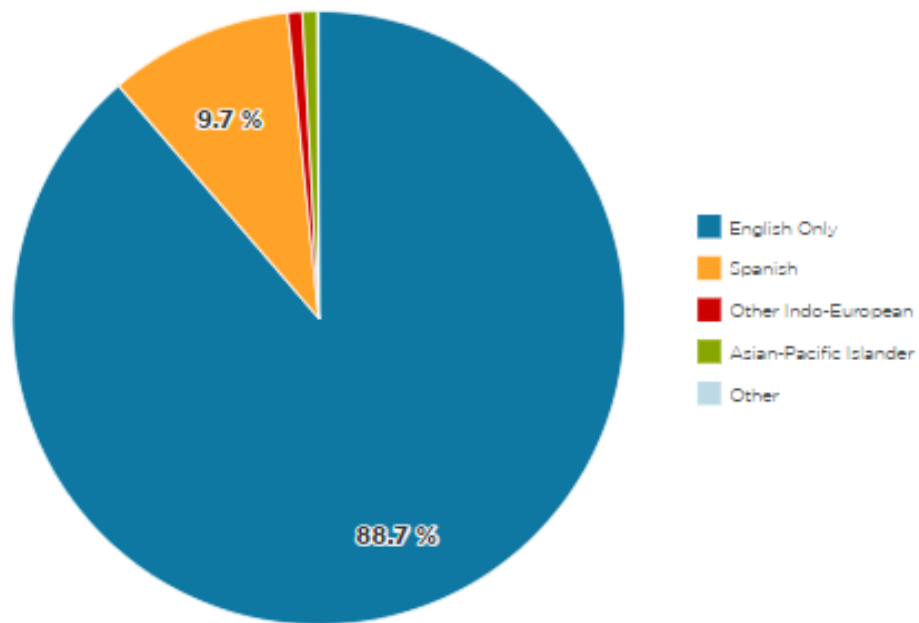
Texoma 3 counties

Sources: US Census Bureau ACS 5-year 2016-2020

Other Barriers To Written Materials

	Texoma 3 counties	Cooke County, TX	Grayson County, TX	Fannin County, TX
Vision Difficulty	2.8%	2.6%	2.9%	2.7%
Cognitive Difficulty	5.8%	5.7%	5.9%	5.3%

of population

- Texoma 3 counties
- Cooke County, TX
- Grayson County, TX
- Fannin County, TX
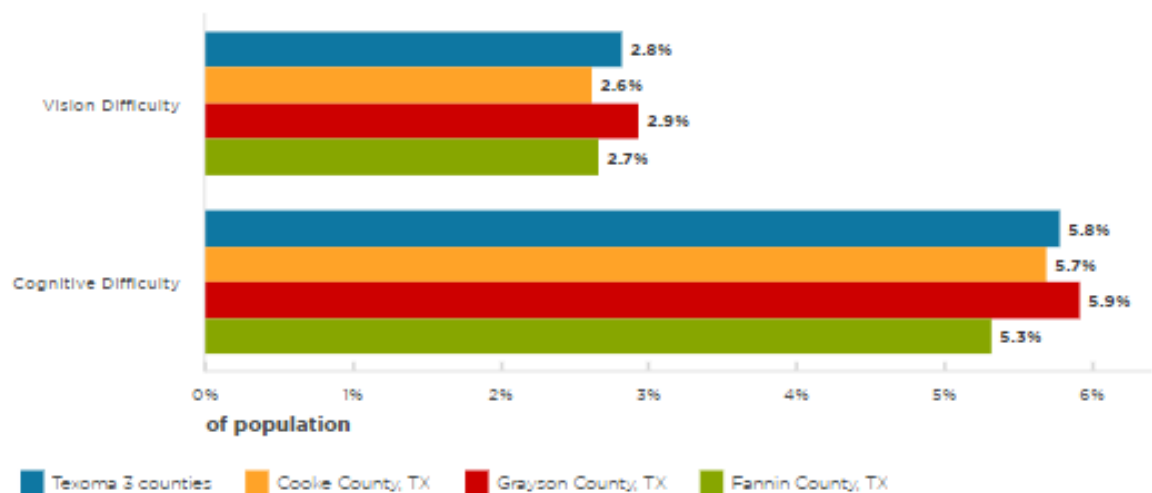
Sources: US Census Bureau ACS 5-year 2016-2020

Note: These datasets are available at the Census Tract level and are not apportionable to custom geographies. The percent with vision difficulty are measured by the total civilian non-institutionalized population while cognitive difficulty is measured by the same but for populations age 5 and over.

Report from Mysidewalk.com, 06/2022

Online Accessibility

When considering an online outreach strategy, keep in mind that some populations cannot easily access online materials. Especially those without internet access or access to a computer. Possible strategies may include partnering with local libraries or other spots with free internet access. Additionally, several households access the internet with only a smartphone and cellular service. Ensure that the technology you deploy is web-based and mobile-friendly for maximum accessibility.

Households Without a Computer

10.4%
of total households
Texoma 3 counties

12.4%
of total households
Cooke County, TX

9.5%
of total households
Grayson County, TX

11.6%
of total households
Fannin County, TX

Households Without Internet Access

17%
of total households
Texoma 3 counties

17.8%
of total households
Cooke County, TX

15.9%
of total households
Grayson County, TX

20.5%
of total households
Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Population In a Household Without A Computer by Race/Ethnicity

Asian Alone
- 1.9%
- 0%
- 2%
- 3.4%

Hispanic or Latino
- 5.5%
- 9%
- 4.1%
- 5.3%

Black or African American
- 15.6%
- 22%
- 13.7%
- 21.8%

White Alone
- 6%
- 7.7%
- 5.2%
- 7.1%

White Alone, Not Hispanic or Latino
- 6%
- 7.1%
- 5.2%
- 7.5%

American Indian and Alaska Native Alone
- 10.8%
- 35.8%
- 6.4%
- 0%

Native Hawaiian and Other Pacific Islander
- 18.8%
- 0%
- 33.3%

Two or More Races
- 4.6%
- 0%
- 5.5%
- 5.8%

Some Other Race
- 4.8%
- 5.6%
- 2.1%
- 26%

of total people by race/ethnicity

Legend: Texoma 3 counties | Cooke County, TX | Grayson County, TX | Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Mobile-Friendly Online Engagement

Households with Smartphone as Only Computer

12.5%
of total households
Texoma 3 counties

12.7%
of total households
Cooke County, TX

11.8%
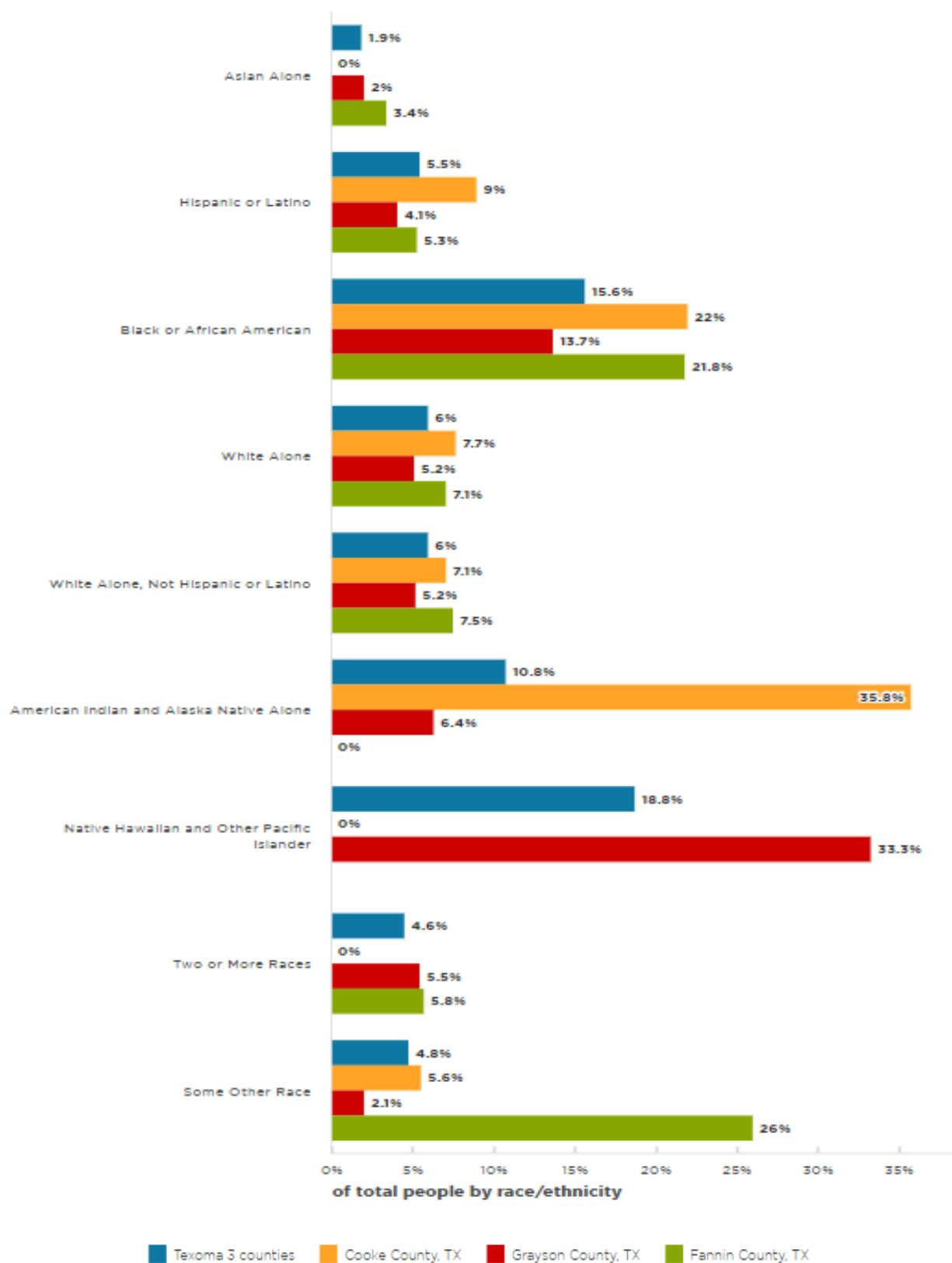of total households
Grayson County, TX

15%
of total households
Fannin County, TX

Households with Only Cellular Internet Access

16%
of total households
Texoma 3 counties

16.5%
of total households
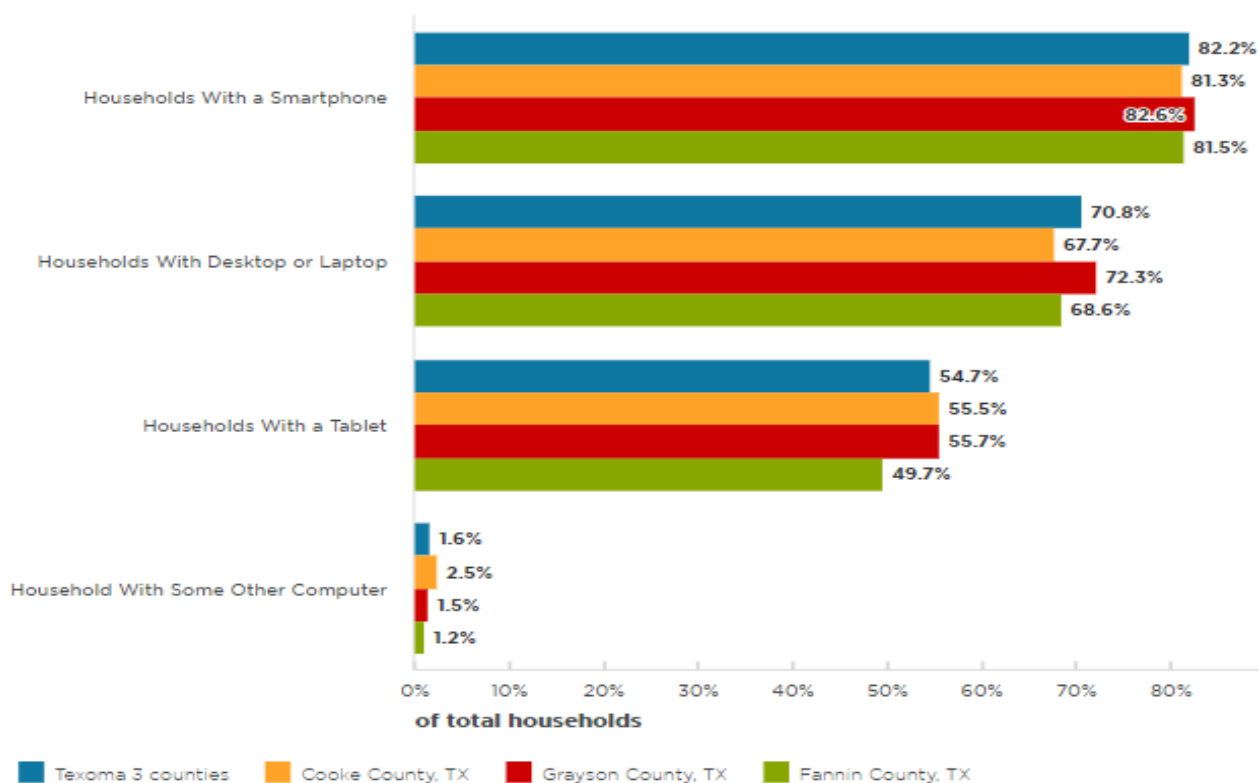Cooke County, TX

16.3%
of total households
Grayson County, TX

14.1%
of total households
Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

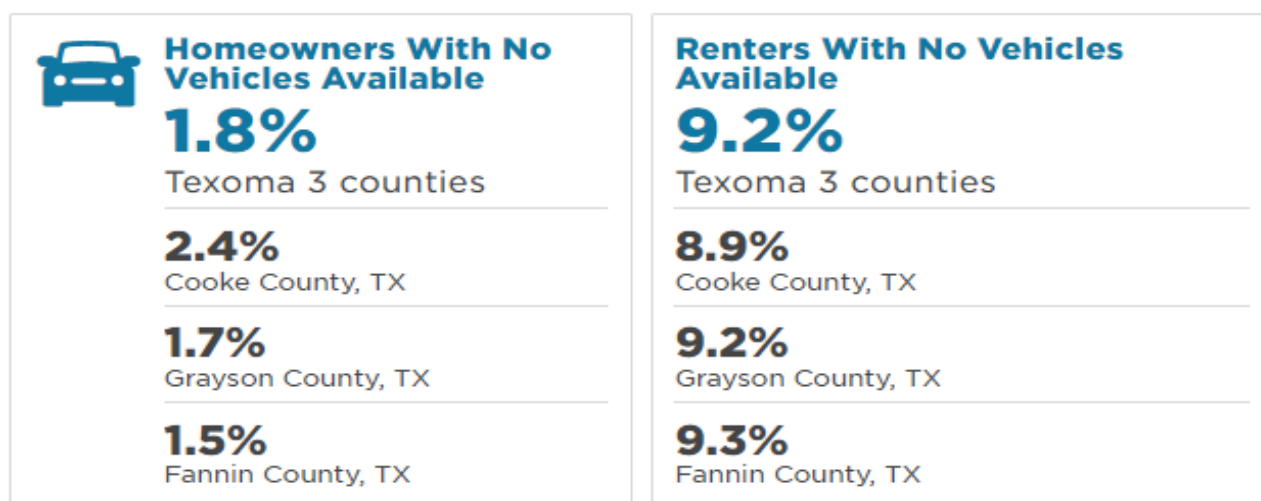| Category	Texoma 3 counties	Cooke County, TX	Grayson County, TX	Fannin County, TX
Households With a Smartphone	82.2%	81.3%	82.6%	81.5%
Households With Desktop or Laptop	70.8%	67.7%	72.3%	68.6%
Households With a Tablet	54.7%	55.5%	55.7%	49.7%
Household With Some Other Computer	1.6%	2.5%	1.5%	1.2%

of total households

Sources: US Census Bureau ACS 5-year 2016-2020

Note: Respondents may choose more than one answer. As a result, the percentages above may sum to greater than 100%.

Report from Mysidewalk.com, 06/2022
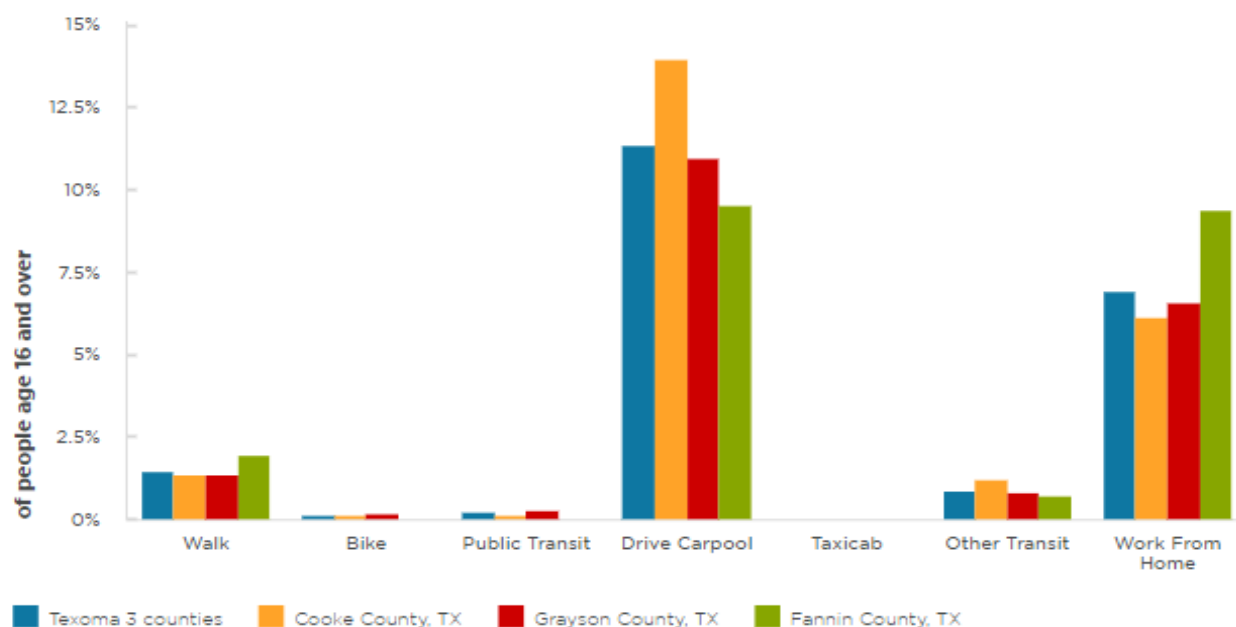
Location Accessibility

Choosing a location for in-person outreach can be difficult. Ensuring the spot is a well-known landmark is the first step. There are several barriers for you to consider. Access to transportation, cost to get there, and handicap accessibility can limit a person's engagement. Consider minimizing the distance between your target audience and their destination, and make sure the spot is handicap friendly.

Transportation Barriers

Homeowners With No Vehicles Available

1.8%
Texoma 3 counties

2.4%
Cooke County, TX

1.7%
Grayson County, TX

1.5%
Fannin County, TX

Renters With No Vehicles Available

9.2%
Texoma 3 counties

8.9%
Cooke County, TX

9.2%
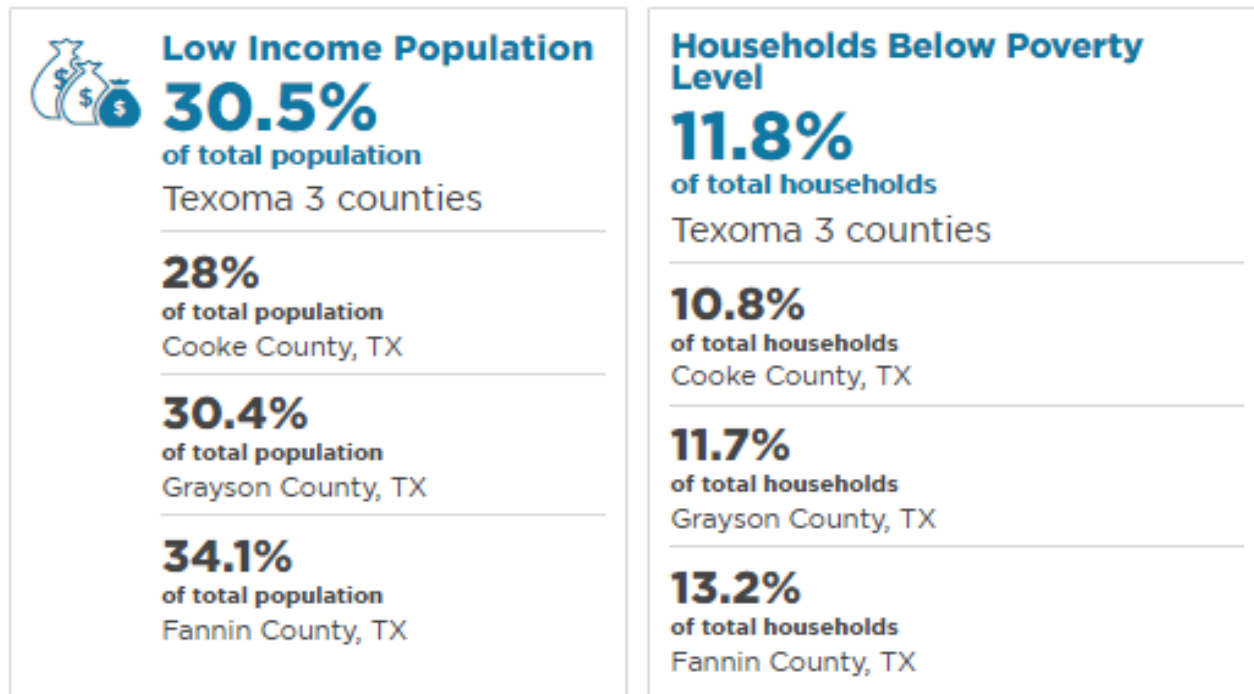Grayson County, TX

9.3%
Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Workers That Do Not Drive Alone to Work

Sources: US Census Bureau ACS 5-year 2016-2020

Income Barriers

Low Income Population
30.5%
of total population
Texoma 3 counties

28%
of total population
Cooke County, TX

30.4%
of total population
Grayson County, TX

34.1%
of total population
Fannin County, TX

Households Below Poverty Level
11.8%
of total households
Texoma 3 counties

10.8%
of total households
Cooke County, TX

11.7%
of total households
Grayson County, TX

13.2%
of total households
Fannin County, TX

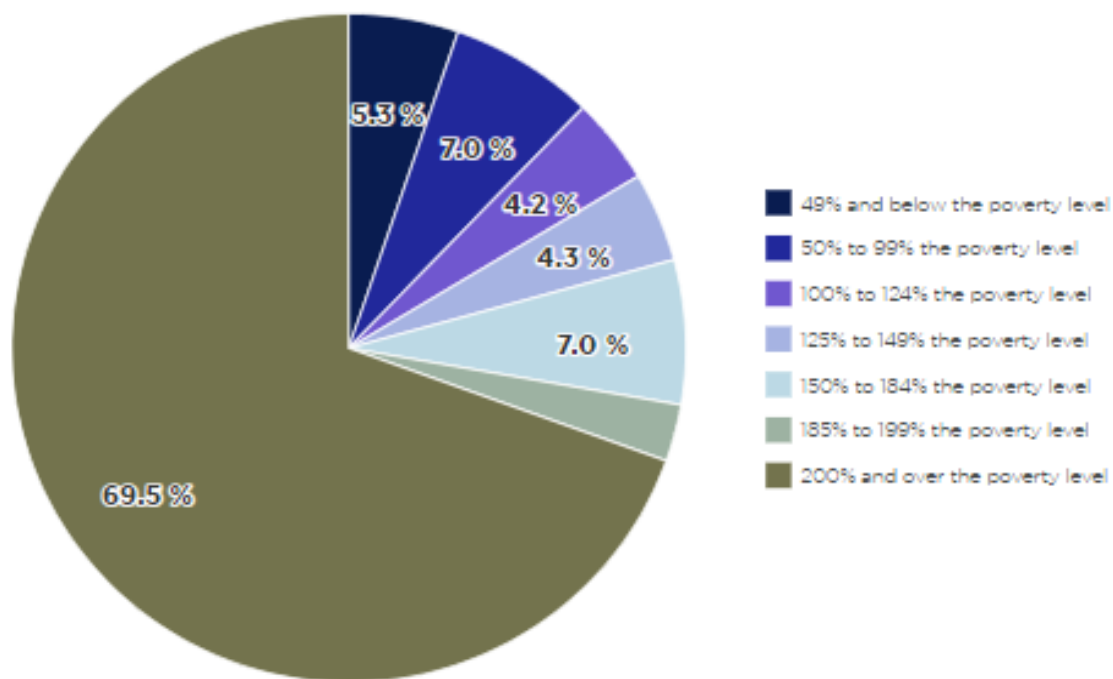*Sources: US Census Bureau ACS 5-year 2016-2020*

Note: Low income population includes all people 200% and under the national poverty level.

Income to Poverty Ratio

Pie chart: 5.3%, 7.0%, 4.2%, 4.3%, 7.0%, 69.5%

Legend:
- 49% and below the poverty level
- 50% to 99% the poverty level
- 100% to 124% the poverty level
- 125% to 149% the poverty level
- 150% to 184% the poverty level
- 185% to 199% the poverty level
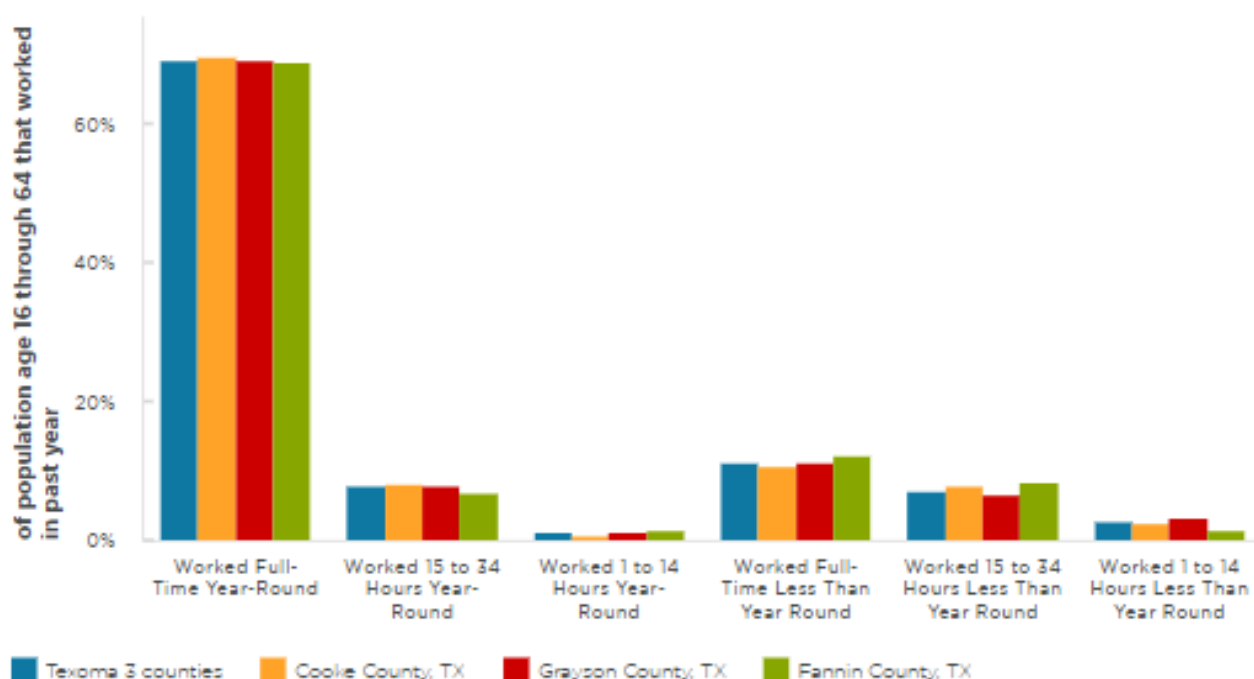- 200% and over the poverty level

Texoma 3 counties

When To Hold An Event

In-person meetings and events oftentimes attract the same voices time after time. When planning an event, consider other commitments made by people in your project area. For example, an evening meeting may be more accessible for working residents but not for others balancing evening classes or raising children. Consider a mix of in-person and remote outreach methods. This mix should include the varied lifestyles and schedules of the project area population.

People In the Labor Force
61%
of people age 16 and over
Texoma 3 counties

63.9%
of people age 16 and over
Cooke County, TX

62.2%
of people age 16 and over
Grayson County, TX

53.3%
of people age 16 and over
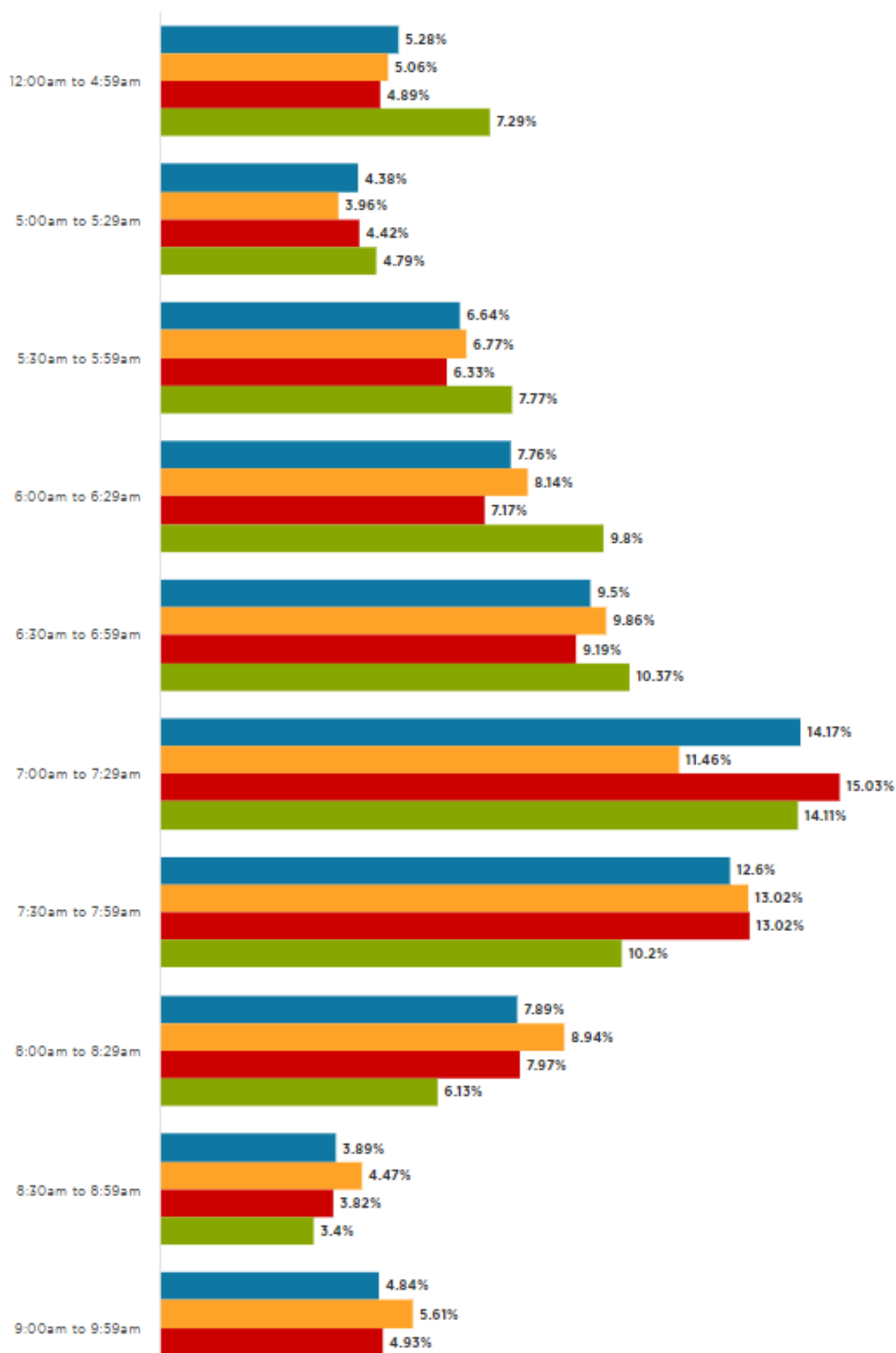Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Weekly Working Hours

Sources: US Census Bureau ACS 5-year 2016-2020

Time Left Home for Commute

12:00am to 4:59am
- 5.28%
- 5.06%
- 4.89%
- 7.29%

5:00am to 5:29am
- 4.38%
- 3.96%
- 4.42%
- 4.79%

5:30am to 5:59am
- 6.64%
- 6.77%
- 6.33%
- 7.77%

6:00am to 6:29am
- 7.76%
- 8.14%
- 7.17%
- 9.8%

6:30am to 6:59am
- 9.5%
- 9.86%
- 9.19%
- 10.37%

7:00am to 7:29am
- 14.17%
- 11.46%
- 15.03%
- 14.11%

7:30am to 7:59am
- 12.6%
- 13.02%
- 13.02%
- 10.2%

8:00am to 8:29am
- 7.89%
- 8.94%
- 7.97%
- 6.13%

8:30am to 8:59am
- 3.89%
- 4.47%
- 3.82%
- 3.4%

9:00am to 9:59am
- 4.84%
- 5.61%
- 4.93%

	11:00 am to 11:59am	12:00 pm to 3:59pm	4:00 pm to 11:59pm
Texoma 3 counties	1.23%	5.31%	7.18%
Cooke County, TX	0.68%	5.27%	8.98%
Grayson County, TX	1.43%	5.34%	7.21%
Fannin County, TX	1.11%	5.26%	4.58%

of working population age 16 and over

■ Texoma 3 counties ■ Cooke County, TX ■ Grayson County, TX ■ Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020

Family Type with Children

	Married Couple with Children	Single Female with Children	Single Male with Children
Texoma 3 counties	14,656	4,673	2,161
Cooke County, TX	2,985	1,062	447
Grayson County, TX	9,249	3,169	1,483
Fannin County, TX	2,422	442	231

Families

■ Texoma 3 counties ■ Cooke County, TX ■ Grayson County, TX ■ Fannin County, TX
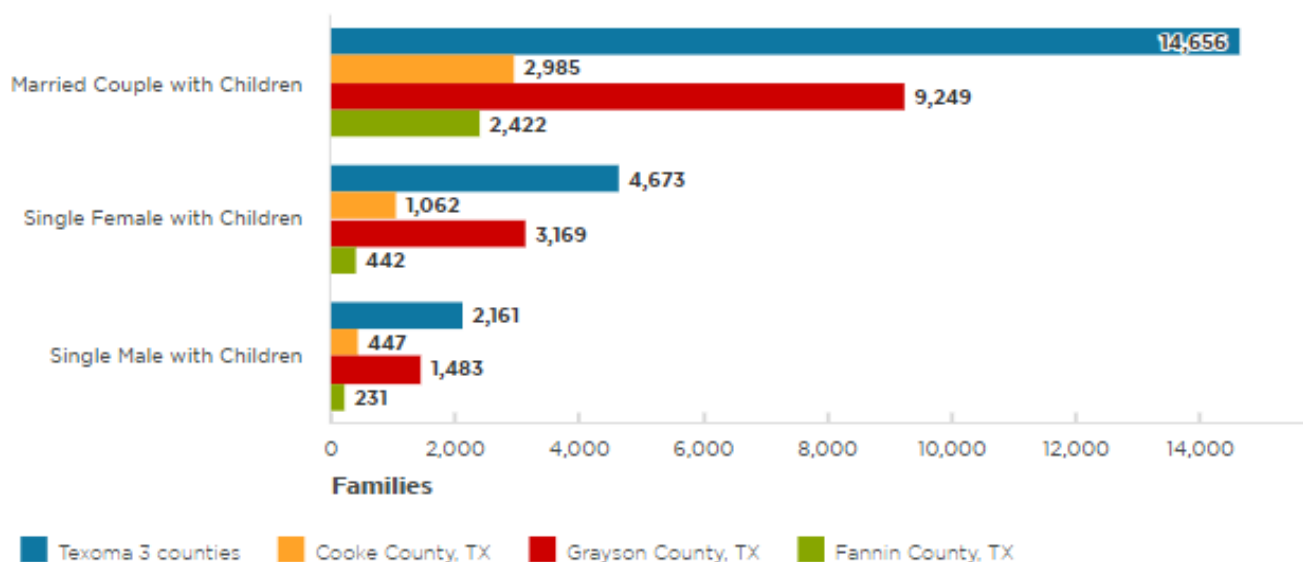
Sources: US Census Bureau ACS 5-year 2016-2020

School Enrollment

Enrolled In School
24.1%
of people age 3 and over

Texoma 3 counties

23.9%
of people age 3 and over
Cooke County, TX

24.8%
of people age 3 and over
Grayson County, TX

21.9%
of people age 3 and over
Fannin County, TX

Enrolled in Postsecondary School
5.4%
of people age 3 and over

Texoma 3 counties

4.6%
of people age 3 and over
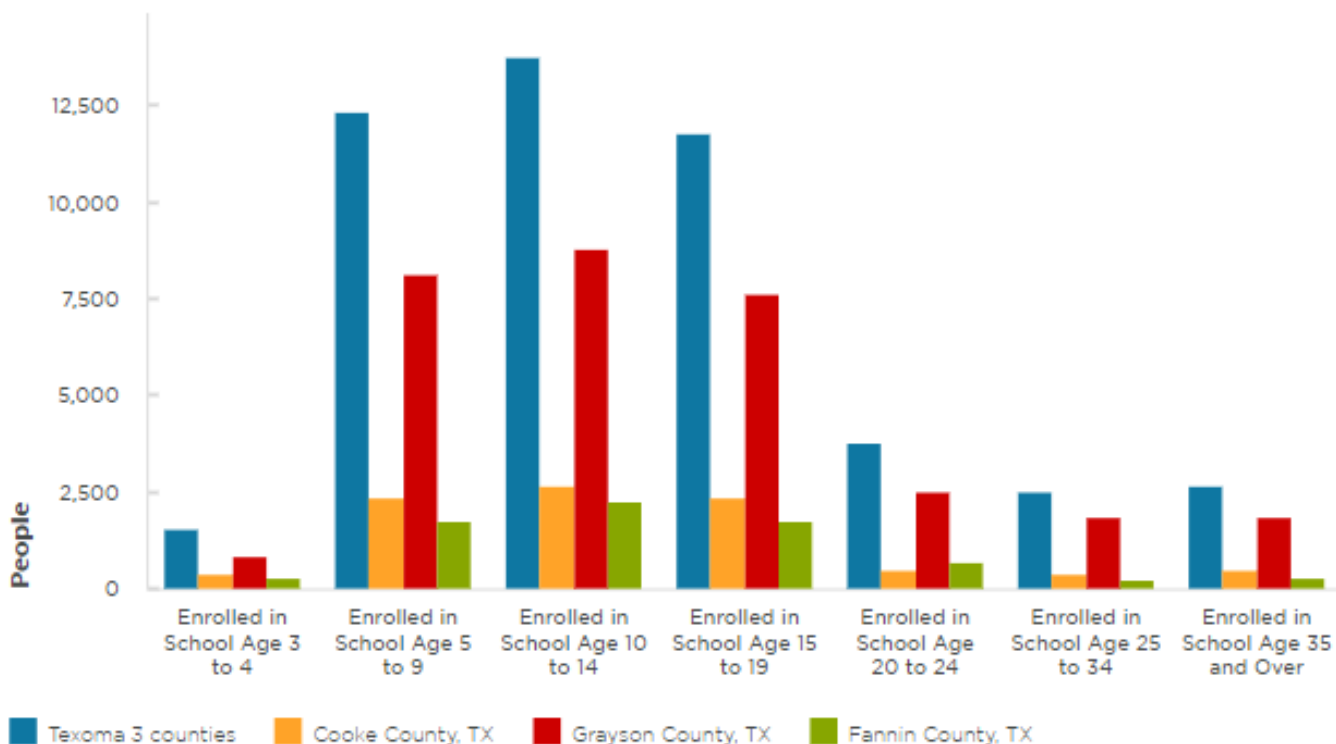Cooke County, TX

6.1%
of people age 3 and over
Grayson County, TX

3.7%
of people age 3 and over
Fannin County, TX

People Enrolled in School by Age

Sources: US Census Bureau ACS 5-year 2016-2020

Note: This dataset is available at the Census Tract level and is not apportionable to custom geographies.

Report from Mysidewalk.com, 06/2022