



401 B Street, Suite 800
 San Diego, CA 92101-4231
 (619) 699-1900
 Fax (619) 699-1905
 sandag.org

Meeting Notice and Agenda

Community-Based Organizations Working Group

The Community-Based Organizations Working Group may take action on any item appearing on this agenda.

Thursday, June 6, 2019

10 to 11:30 a.m.

SANDAG, Conference Room 7
 401 B Street, Suite 800
 San Diego, CA 92101

Please take the elevator to the 8th floor to access the meeting room.

Staff Contact: Jane Clough
 (619) 699-1909
 jane.clough@sandag.org

Agenda Highlights

- **SANDAG Strategic Plan**
- **2020 Census Complete Count**

Please silence all electronic devices during the meeting

Mission Statement

The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus; makes strategic plans; obtains and allocates resources; plans, engineers, and builds public transit; and provides information on a broad range of topics pertinent to the region's quality of life.

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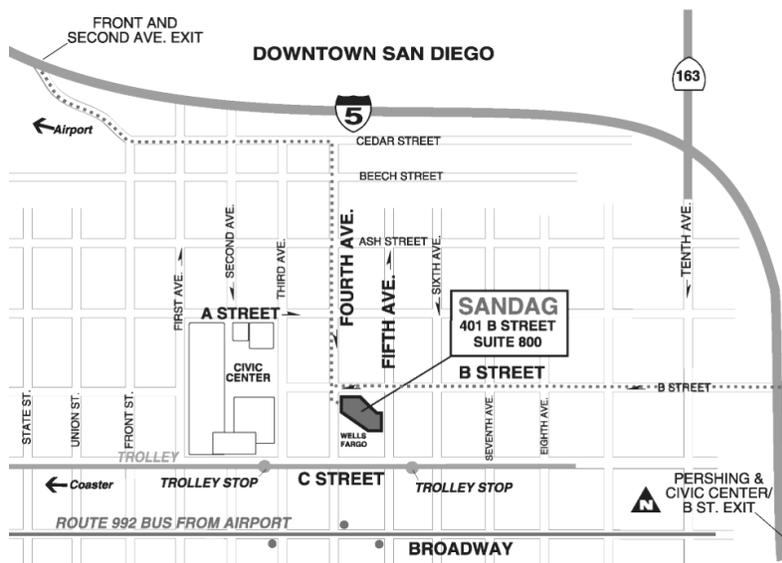
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Community-Based Organizations Working Group

Thursday, June 6, 2019

Item No.		Action
+1.	Approval of Meeting Minutes The Community-Based Organizations Working Group (Working Group) is asked to review and approve the minutes from its May 2, 2019, meeting.	Approve
2.	Public Comments/Communications/Member Comments Members of the public shall have the opportunity to address the Working Group on any issue within the jurisdiction of SANDAG that is not on this agenda. Anyone desiring to speak shall reserve time by completing a Request to Comment form and giving it to the meeting coordinator prior to speaking. Public speakers should notify the meeting coordinator if they have a handout for distribution to Working Group members. Public speakers are limited to three minutes or less per person. Working Group members also may provide information and announcements under this agenda item.	
3.	Member Communications Members of the Working Group are invited to share news and information regarding their organization of interest to the group.	
Chair's Reports		
4.	San Diego Forward: The 2021 Regional Plan An update on the development of San Diego Forward: The 2021 Regional Plan will be provided.	Information
5.	Update on the Airport Connectivity Subcommittee An update on the Airport Connectivity Subcommittee will be provided.	Information
Reports		
+6.	SANDAG Strategic Plan <i>Loree Goffigon and Reza Ahmadi, Performance Works</i> SANDAG is developing a multi-year plan that will define the agency's mission, vision, and strategic priorities and create a roadmap for building internal capacity necessary for delivering regional programs, projects, and initiatives. Input from a broad range of stakeholders is being gathered during the early phase of this effort.	Discussion
+7.	2020 Census Complete Count <i>Darlane Hctor Mulmat, SANDAG</i> <i>Arcela Núñez-Alvarez, National Latino Research Center</i> SANDAG is the regional coordinator for the Census 2020, and the National Latino Research Center is partnering with the Unite Way as the Administrative Community-Based Organization. An overview of SANDAG activities related to the 2020 Census Complete Count will be presented.	Information

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| <p>8. Possible Topics for Next Meeting
The Working Group is asked to discuss possible topics for the next meeting.</p> <p>9. Upcoming Meetings
Due to the agency closure on July 4, 2019, the next meeting of the Working Group has not yet been scheduled.</p> <p>10. Adjournment</p> | <p>Discussion/Possible Action</p> <p>Information</p> |
|---|--|

+ next to an item indicates an attachment



Community-Based Organizations Working Group

Item: **1**

June 6, 2019

Action Requested: **Approve**

May 2, 2019, Meeting Minutes

Chair Hon. Richard Bailey, City of Coronado, called the meeting of the Community-Based Organizations Working Group (Working Group) to order at 10:09 a.m.

1. Approval of Meeting Minutes (Approve)

Action: Upon a motion by Brian “Barry” Pollard (Urban Collaborative Project) and a second by Carol Lewis (El Cajon Collaborative), the Working Group approved the minutes from its February 28, 2019, meeting. Yes: Chair Bailey, Rose Ceballos (Bayside Community Center), David Flores (Casa Familiar), Randy Torres-Van Vleck (City Heights Community Development Corporation), Margarita Holguin (Chula Vista Community Collaborative), Ms. Lewis, Arcela Núñez-Alvarez (National Latino Research Center), Jen Nation (Olivewood Gardens), Antonio Salang (Samahan Health Centers), Mr. Pollard, and Erica Leary (Vista Community Clinic). No: None. Abstain: None. Absent: Alliance for Regional Solutions and Nile Sisters Development Initiative.

2. Public Comments/Communications/Member Comments

There were no public comments.

3. Member Communications

There were no member communications.

Chair’s Report

4. Chair’s Report (Information)

Chair Bailey did not present a report.

Reports

5. San Diego Forward: The 2021 Regional Plan (Information)

Coleen Clementson, Special Projects Director, presented the 2021 Regional Plan vision that will transform the way people and goods move throughout the San Diego Region.

Working Group members had a brief discussion on the topic and asked a few clarifying questions to SANDAG staff.

6. Update on the Airport Connectivity Subcommittee (Information)

Ms. Clementson provided an update on the Airport Connectivity Subcommittee.

7. Upcoming Meetings (Information)

The next Community-Based Organizations Working Group meeting is scheduled for Thursday, June 6, 2019, at 10 a.m.

8. Adjournment

Chair Bailey adjourned the meeting at 11:27 a.m.

Confirmed Attendance at Community-Based Organizations Working Group Meeting

May 2, 2019

Jurisdiction	Name	Attended	Comments
Alliance for Regional Solutions	Craig Jones	No	Lupe Gonzales attended
	MaryLynn McCorkle, Alternate	No	
Bayside Community Center	Rose Ceballos	Yes	
	Kim Heinle, Alternate	Yes	
	Corey Pahanish, Alternate	No	
Casa Familiar	David Flores	Yes	
	Heather Garcia, Alternate	Yes	
Chula Vista Community	Margarita Holguin	Yes	
	Azucena Lopez De Nava, Alternate	Yes	
	Alba Callejas	No	
City Heights Community Development Corporation	Randy Torres-Van Vleck	Yes	
	Anastasia Brewster, Alternate	No	
	Vianney Ruvalcaba	No	
El Cajon Collaborative	Dana Stevens	No	
	Carol Lewis, Alternate	Yes	
National Latino Research Center	Arcela Núñez-Alvarez	Yes	
	Marisol Clark-Ibáñez, Alternate	No	
	Ana Ardón	No	
Nile Sisters Development Initiative	Elizabeth Lou	No	
	Mohammed Tuama, Alternate	No	
Olivewood Gardens	Jen Nation	Yes	
	Claire Groebner, Alternate	No	
	Rocina Lizarraga	No	
Samahan Health Centers	Fe Seligman	Ne	
	Antonio Salang, Alternate	Yes	
Urban Collaborative Project	Brian "Barry" Pollard	Yes	
	Latisha Pinkney, Alternate	Yes	
Vista Community Clinic	Erica Leary	Yes	
	Nannette Stamm, Alternate	No	

SANDAG Staff

Coleen Clementson
 Jane Clough
 John Delmer
 Jose Luis Ayala
 Muggs Stoll



Community-Based Organizations Working Group

Item: **6**

June 6, 2019

Action: **Discussion**

SANDAG Strategic Plan

Introduction

SANDAG is developing a multi-year plan that will define the agency's mission, vision, and strategic priorities and create a roadmap for building internal capacity necessary for delivering regional programs, projects, and initiatives. Input from a broad range of stakeholders is being gathered during the early phase of this effort.

Discussion

SANDAG has launched an extensive and comprehensive strategic planning effort. The vision for the agency's future state and a roadmap for supporting important regional quality-of-life initiatives will be informed by research into the needs of the community and the capability of the organization. Substantial stakeholder engagement from both within and outside the agency is critical to ensure different voices are heard and integrated into the strategic plan.

SANDAG has selected the consulting firm Performance Works to support this project. Using a highly collaborative approach, the Performance Works team is gathering input and perspectives from a broad range of stakeholders—the SANDAG Board of Directors, regional partners of the agency, community groups and the public, and employees. This work will culminate in a clearly defined mission and vision for SANDAG, a set of strategic priorities that will guide and align organizational decisions, and an actionable plan for achieving the highest levels of service and support for residents of the San Diego region.

Next Steps

Stakeholder input on topics such as community needs and priorities, awareness of SANDAG, communication, and opportunities for engagement is being collected through summer 2019. Preliminary recommendations on the Strategic Plan are anticipated to be presented to the SANDAG Board of Directors in the fall.

Comments and feedback regarding the Strategic Plan may be submitted via email to Loree Goffigon and Reza Ahmadi from Performance Works at ourfuture@sandag.org.

Key Staff Contact: Laura Coté, (619) 699-6947, laura.cote@sandag.org



Board of Directors

May 24, 2019

2020 Census Complete Count

Overview

For more than 200 years, the U.S. Census Bureau has counted every resident in the nation to determine the number of seats each state has in the U.S. House of Representatives and distribute federal funding to local communities (e.g., Head Start programs, public transportation, road rehabilitation, and construction).

On March 22, 2019, the Board of Directors approved a resolution for SANDAG to enter into an agreement with the California Complete Count Office to coordinate Census 2020 outreach efforts throughout the San Diego region. Local efforts and coordination currently are underway to ensure that every person is counted once, only once, and in the right place.

Key Considerations

The State of California has dedicated \$154.3 million for Census outreach statewide. SANDAG is administering \$1.56 million for the San Diego region. SANDAG staff are convening local stakeholders to develop a strategic plan, are providing data and mapping resources to support identification of hard-to-count communities, and will administer contracts for outreach efforts and monitor implementation.

The work is fast paced, with Census 2020 less than a year away. The U.S. Census Bureau will mail postcards in March 2020, with data collection continuing through April 2020. Before that time, the outreach effort will raise awareness to encourage residents to respond to the postcards and letters when they arrive, particularly in hard-to-count communities. These communities include people without broadband internet access (because the census will be completed online for the first time), children under the age of 5 (who are historically undercounted), and individuals with limited English proficiency.

Next Steps

A strategic plan will be created with stakeholders for educating, motivating, and activating the community to participate in the 2020 Census. The Complete Count Committee to guide this effort will be convened in June 2019 to review the strategic plan prior to submission to the State in early July 2019. Once submitted, SANDAG will draft the implementation plan with member agencies and community-based organizations and execute contracts to perform the work. The implementation will culminate with a final report to the State in September 2020.

Hasan Ikhata, Executive Director

Key Staff Contact: Darlanne Hoctor Mulmat, (619) 699-7326, darlanne.mulmat@sandag.org

Attachment: 1. How the 2020 Census will invite everyone to respond

Action: Information

Staff will present an overview of SANDAG activities related to the 2020 Census Complete Count.

Fiscal Impact:

SANDAG is receiving \$1.56 million from the 2020 Census California Complete Count Office to coordinate Census 2020 outreach services in the San Diego region.

The FY 2019 and draft FY 2020 Program Budgets include resources to supplement these activities. FY 2020 resources will be offset by using administrative overhead allowable under the state funding guidelines.

Schedule/Scope Impact:

Coordination of 2020 Census outreach activities for the San Diego region are currently underway and will conclude by September 2020.

How the 2020 Census will invite everyone to respond



Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.