



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

# Meeting Notice and Agenda

## 2020 Census Complete Count Stakeholder Working Group

The 2020 Census Complete Count Stakeholder Working Group may take action on any item appearing on this agenda.

Thursday, July 11, 2019

9 to 10:30 a.m.

SANDAG, Board Room  
 401 B Street, 7th Floor  
 San Diego, CA 92101

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

**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.*

MEMBER AGENCIES

- Cities of
- Carlsbad
- Chula Vista
- Coronado
- Del Mar
- El Cajon
- Encinitas
- Escondido
- Imperial Beach
- La Mesa
- Lemon Grove
- National City
- Oceanside
- Poway
- San Diego
- San Marcos
- Santee
- Solana Beach
- Vista
- and
- County of San Diego

ADVISORY MEMBERS

- Imperial County
- California Department of Transportation
- Metropolitan Transit System
- North County Transit District
- United States Department of Defense
- Port of San Diego
- San Diego County Water Authority
- Southern California Tribal Chairmen's Association
- Mexico



Welcome to SANDAG. Members of the public may speak to the Working Group on any item at the time the Working Group is considering the item. Please complete a Request to Comment form and then present the form to the Working Group coordinator. Members of the public may address the Working Group on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Public speakers are limited to three minutes or less per person. The Working Group may take action on any item appearing on the agenda.

Both agenda and non-agenda comments should be sent to SANDAG via [comment@sandag.org](mailto:comment@sandag.org). Please include the Working Group name and meeting date, agenda item, your name, and your organization. Any comments, handouts, presentations, or other materials from the public intended for distribution at the meeting should be received by the Working Group coordinator no later than 5 p.m. two working days prior to the meeting. All public comments and materials received by the deadline become part of the official public record and will be provided to the members for their review at the meeting.

In order to keep the public informed in an efficient manner and facilitate public participation, SANDAG also provides access to all agenda and meeting materials online at [sandag.org/meetings](http://sandag.org/meetings). Additionally, interested persons can sign up for email notifications at [sandag.org/subscribe](http://sandag.org/subscribe).

SANDAG operates its programs without regard to race, color, and national origin in compliance with Title VI of the Civil Rights Act. SANDAG has developed procedures for investigating and tracking Title VI complaints, and the procedures for filing a complaint are available to the public upon request. Questions concerning SANDAG nondiscrimination obligations or complaint procedures should be directed to the SANDAG General Counsel, John Kirk, at (619) 699-1997 or [john.kirk@sandag.org](mailto:john.kirk@sandag.org). Any person who believes himself or herself or any specific class of persons to be subjected to discrimination prohibited by Title VI also may file a written complaint with the Federal Transit Administration.

In compliance with the Americans with Disabilities Act (ADA), SANDAG will accommodate persons who require assistance in order to participate in SANDAG meetings. If such assistance is required, please contact SANDAG at (619) 699-1900 at least 72 hours in advance of the meeting. To request this document or related reports in an alternative format, please call (619) 699-1900 or (619) 699-1904 (TTY), or fax (619) 699-1905.

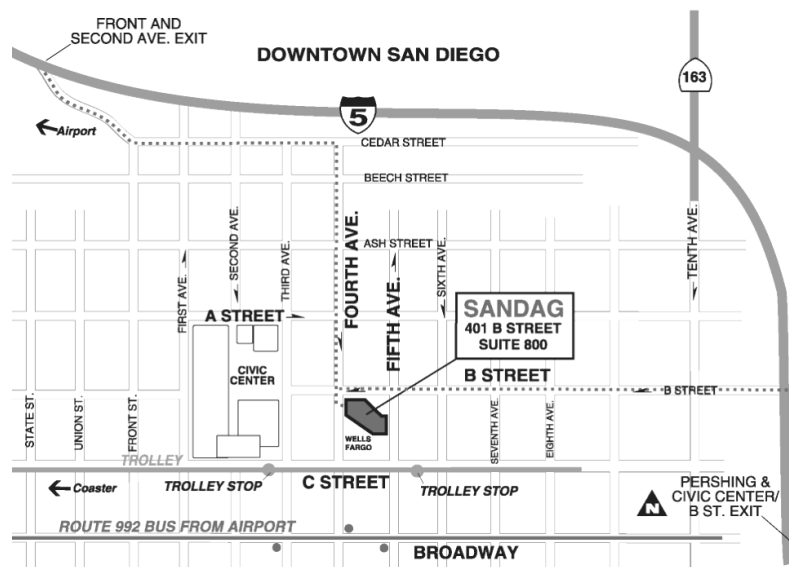
SANDAG agenda materials can be made available in alternative languages. To make a request, call (619) 699-1900 at least 72 hours in advance of the meeting.

Los materiales de la agenda de SANDAG están disponibles en otros idiomas. Para hacer una solicitud, llame al (619) 699-1900 al menos 72 horas antes de la reunión.

如有需要, 我们可以把SANDAG议程材料翻译成其他语言。

请在会议前至少 72 小时打电话 (619) 699-1900 提出请求。

**SANDAG offices are accessible by public transit. Phone 511 or visit [511sd.com](http://511sd.com) for route information. Bicycle parking is available in the parking garage of the SANDAG offices.**



# 2020 Census Complete Count Stakeholder Working Group

Thursday, July 11, 2019

<b>Item No.</b>		<b>Action</b>
+1.	<b>Approval of Meeting Minutes</b> The 2020 Census Complete Count Stakeholder Working Group (Working Group) is asked to approve the minutes from its June 26, 2019, meeting.	Approve
2.	<b>Public Comments/Communications/Member Comments</b> 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.	
<b>Chair's Report</b>		
3.	<b>Chair's Report</b> An update on the activities, programs, initiatives, and other items under the purview of the Working Group will be provided.	Discussion
<b>Reports</b>		
4.	<b>2020 Census Complete Count Stakeholder Working Group Strategic Plan</b> <i>Darlanne Hoctor Mulmat, SANDAG</i> The Working Group is asked to provide feedback on the Working Group's Strategic Plan, including funding allocations. The draft plan is available for review at <a href="http://sandag.org/2020CensusWG">sandag.org/2020CensusWG</a> .	Discussion/ Possible Action
5.	<b>Count Me 2020 Coalition Update</b> <i>Michele Silverthorn, United Way</i> Information about Count Me 2020 and its efforts in support of the 2020 Census will be provided.	Information
6.	<b>Upcoming Meetings</b> The next Working Group meeting is scheduled for Monday, July 22, 2019, at 2 p.m.	Information
7.	<b>Adjournment</b>	

+ next to an item indicates an attachment



# 2020 Census Complete Count Stakeholder Working Group

Item: **1**

July 11, 2019

Action: **Approve**

## June 26, 2019, Meeting Minutes

Darlanne Hoctor Mulmat, Regional Census Data Center Manager, called the meeting of the 2020 Census Complete Count Stakeholder Working Group (Working Group) to order at 1:37 p.m.

### 1. Welcome and Introductions

Ms. Mulmat welcomed the members and thanked them for serving on the Working Group.

### 2. Census 101 (Information)

Roberto Garcia, U.S. Census Bureau, provided an overview of U.S. Census Bureau process for the 2020 Census.

Connie Hernandez, California Census Complete Count Office, summarized the role of the state versus the federal government in the Census, how all efforts will be coordinated, and the role of Census Complete Count groups.

Joanne Fields, Asian-Pacific Islander Initiative, spoke regarding the Asian Pacific Islander Initiative.

Blanca Romero, NALEO, spoke regarding the Census efforts of the NALEO Educational Fund.

Ellen Nash, Black American Political Association of California, spoke regarding the categorization of African Americans in the communication strategy.

Michelle Krug, California Alliance of Retired Americans, spoke regarding the challenge seniors will have filling out the Census electronically.

Chevelle Tate, Senator Toni Atkins' Office, spoke regarding the Census count.

Action: Information only.

### 3. Public Comments/Communications/Member Comments

None.

### 4. Review of Working Group Charter and Election of Chair (Elect/Approve)

Amberlynn Griffin, Deputy Legal Counsel, reviewed the Working Group charter and asked the members to elect a chair.

Action: Upon a motion by Kerry Jezisek (North County Coastal), and a second by Tiffany Anderson (County of San Diego), the Working Group elected Angelica Davis (South County) to the position of Chair.

Yes: Chair Davis, Lyn Dedmon (East County), Ms. Jezisek, Dulce Salazar (North County Inland), Gloria Cruz-Cardenas (City of San Diego), and Ms. Anderson. No: None. Abstain: None. Absent: None.

## Reports

### 5. 2020 Census Complete Count Stakeholder Working Group Strategic Plan Overview (Discussion)

Ms. Mulmat provided an overview of the draft Working Group Strategic Plan that has been developed with input from the local jurisdictions and community-based agencies.

Joanne Fields, Asian-Pacific Islander Initiative, spoke regarding the Census budget allocations and addressing multi-ethnic communities.

Oren Robinson, a member of the public, spoke regarding the importance of counting the Hard to Count communities in the Census.

Claudia Lopez, Senator Ben Hueso's Office, spoke regarding assistance and coordination between the Senator's office and the Working Group.

Liz Vagani, San Diego County Library, spoke regarding the support of regional libraries for the Strategic Plan.

Ellen Nash, Black American Political Association of California, spoke regarding the importance of diversity and subject matter experts on the Working Group.

Action: Discussion only.

## **6. Funding Allocations and Contracting Process (Discussion)**

Janet Bessent, Associate Contracts and Procurement Analyst, presented the plan for allocating funding available to the jurisdictions for Census outreach and the contracting process.

Joanne Fields, Asian-Pacific Islander Initiative, spoke regarding the importance of the Census locations.

Action: Discussion only.

## **7. Next Steps (Discussion/Possible Action)**

Ms. Mulmat reviewed the next steps for the Working Group.

Jason Bercovitch, Congressman Scott Peters' Office, reminded the group to consider the upcoming elections in the Census planning timeline.

Action: Upon a motion by Ms. Anderson, and a second by Ms. Jezisek, the Working Group approved an interim meeting prior to July 22, 2019, to discuss the Strategic Plan, including funding allocations.

Yes: Chair Davis, Mr. Dedmon, Ms. Jezisek, Ms. Salazar, Ms. Cruz-Cardenas, and Ms. Anderson. No: None.

Abstain: None. Absent: None.

## **8. Upcoming Meetings**

The next Working Group meeting is scheduled for Monday, July 22, 2019, at 2 p.m.

## **9. Adjournment**

Chair Davis adjourned the meeting at 3:32 p.m.

## Confirmed Attendance at SANDAG 2020 Census Complete Count Stakeholder Working Group Meeting

June 26, 2019

Jurisdiction	Name	Attended	Comments
South County	Angelica Davis, Chair	Yes	
	Reyna Ayala, Alternate	No	
East County	Lyn Dedmon	Yes	
	Alternate TBD	No	
North County Coastal	Kerry Jezisek	Yes	
	Cecilia Barandiaran, Alternate	Yes	
North County Inland	Dulce Salazar	Yes	
	Keith Gemmell, Alternate	Yes	
	Sylvia Daniels, Alternate	No	
City of San Diego	Gloria Cruz-Cardenas	Yes	
	Tiffany Harrison, Alternate	Yes	
	Adrian Granda, Alternate	No	
County of San Diego	Geoff Patnoe	No	
	Tiffany Anderson, Alternate	Yes	

### SANDAG Staff

Darlane Hocht Mulmat, Regional Census Data Center Manager

Amberlynn Griffin, Deputy Legal Counsel

Laurie Gartrell, Associate Government Relations Analyst