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# 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.

Wednesday, October 16, 2019

9:30 to 11:30 a.m.

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

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

**Please silence all electronic devices during the meeting**

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*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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- Oceanside
- Poway
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- and
- County of San Diego

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- United States Department of Defense
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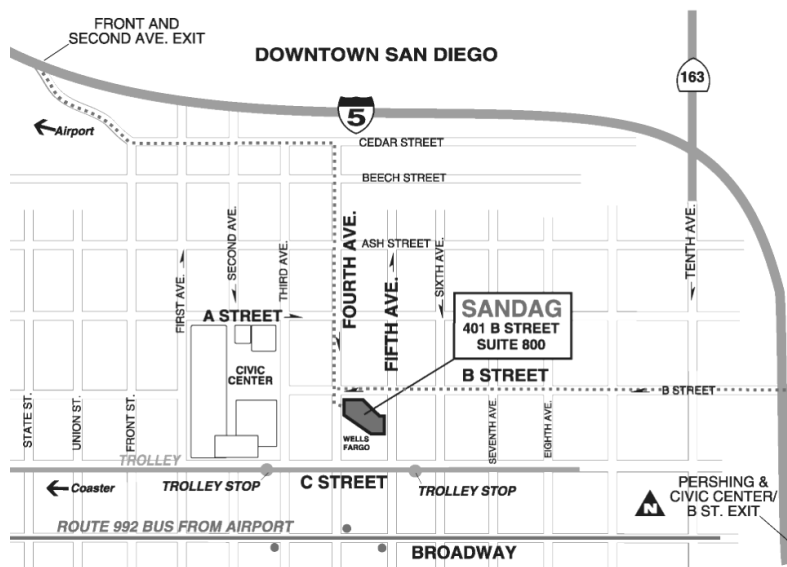
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# 2020 Census Complete Count Stakeholder Working Group

Wednesday, October 16, 2019

Item No.		Action
+1.	<b>Approval of Meeting Minutes</b> The 2020 Census Complete Count Stakeholder Working Group is asked to review and approve the minutes from its August 21, 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>Reports</b>		
3.	<b>Director's Report</b> An update on SANDAG actions in support of the 2020 Census Complete Count will be presented.	Information
4.	<b>Census Address List and Outreach</b> <i>Roberto Garcia, U.S. Census Bureau</i> Address canvassing is one step that the U.S. Census Bureau uses to ensure a complete address list. A summary of methods used will be presented, after which Working Group members and other stakeholders will be invited to discuss outreach to fill any remaining gaps.	Discussion
+5.	<b>2020 Census Complete Count Stakeholder Working Group Role and Objectives</b> <i>Robyn Wapner, SANDAG</i> As a follow-up to the 2019 August Working Group meeting, recommendations and ideas for maximizing the work of the Working Group will be presented.	Discussion
+6.	<b>Complete Count Outreach Reports</b> Members of the 2020 Census Complete Count Stakeholder Working Group and other stakeholders are asked to provide updates on their recent and upcoming efforts to support 2020 Census Complete Count activities (e.g., events, training, messaging, kiosk locations, coverage of hard to count communities).	Discussion

**7. Upcoming Meetings**

**Discussion**

Members and other stakeholders are asked to provide suggestions for upcoming agendas. The next Working Group meeting is scheduled for Wednesday, November 20, 2019, at 9:30 a.m.

**8. Adjournment**

+ next to an item indicates an attachment



# 2020 Census Complete Count Stakeholder Working Group

Item: **1**

October 16, 2019

Action: **Approve**

## August 21, 2019, Meeting Minutes

Chair Angelica Davis (South County) called the meeting of the 2020 Census Complete Count Stakeholder Working Group (Working Group) to order at 9:34 a.m.

### 1. Approval of Meeting Minutes (Approve)

Action: Upon a motion by Kerry Jezisek (North County Coastal) and a second by Lyn Dedmon (East County), the Working Group approved the minutes from its July 22, 2019, meeting. Yes: Chair Davis, Ms. Jezisek, Mr. Dedmon, Dulce Salazar (North County Inland), Tiffany Harrison (City of San Diego), and Geoff Patnoe (County of San Diego). No: None. Abstain: None. Absent: None.

### 2. Public Comments/Communications/Member Comments

Esther Sanchez, Oceanside City Councilmember, spoke about the importance of a complete count in the 2020 Census.

Joann Fields, Asian Pacific Islander (API) Initiative, spoke regarding the efforts of the API Initiative to assist with API community outreach.

## Reports

### 3. Director's Report (Information)

Cindy Burke, Applied Research Division Director, provided an update on agency actions in support of the Working Group.

Action: Information only.

### 4. California Complete Count Implementation Plan Workshop Update (Information)

Connie Hernandez, California Census Complete Count Office, provided an update on the California Complete Count Implementation Plan Workshop held in San Diego on August 16, 2019.

Action: Information only.

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

#### 5A. Complete Count Outreach Reports

Members of the 2020 Census Complete Count Stakeholder Working Group and other stakeholders provided updates on their recent and upcoming efforts to support 2020 Census Complete Count activities.

Esther Sanchez, Oceanside City Councilmember, spoke about working with community organizations to ensure a complete count in Oceanside.

Joann Fields, API Initiative, spoke regarding the Filipino Complete Count Committee and the importance of engaging refugee communities.

Andrew Amorao, U.S. Census Bureau, spoke regarding his role in the 2020 Census to ensure an accurate count.

Nataly Schlafer, U.S. Census Bureau, spoke regarding the importance of educating the public in order to reach all the hard to count communities.

Action: Discussion only.

### **5B. Working Group Role and Objectives**

Darlanne Hoctor Mulmat, Regional Census Data Manager, and Robyn Wapner, Senior Government Relations Analyst, facilitated discussion regarding the Working Group's objectives, including roles, responsibilities, and coordination with the Count Me 2020 Coalition.

Esther Sanchez, Oceanside City Councilmember, spoke regarding the importance of the Working Group and the staffing of the U.S. Census Bureau.

Action: Discussion only.

### **6. Upcoming Meetings**

The next Working Group meeting is scheduled for Wednesday, September 18, 2019, at 9:30 a.m.

### **7. Adjournment**

Chair Davis adjourned the meeting at 11:25 a.m.

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

August 21, 2019

Jurisdiction	Name	Attended	Comments
South County	Angelica Davis, Chair	Yes	
	Reyna Ayala, Alternate	Yes	
North County Coastal	Kerry Jezisek	Yes	
	Cecilia Barandiaran, Alternate	No	
North County Inland	Dulce Salazar	Yes	
	Keith Gemmell, Alternate	No	
	Sylvia Daniels, Alternate	Yes	
East County	Lyn Dedmon	Yes	
	Lorena Cordova, Alternate	Yes	
City of San Diego	Gloria Cruz-Cardenas	No	
	Tiffany Harrison, Alternate	Yes	
	Ally Berenter, Alternate	Yes	
County of San Diego	Geoff Patnoe	Yes	
	Tiffany Anderson, Alternate	No	
<b>Advisory Members</b>			
Count Me 2020 Coalition	Michele Silverthorn	Yes	
	Ellen Nash, Alternate	No	
Elected Officials	Chevelle Tate	Yes	
	Lee Hernandez, Alternate	No	
	Diamond Wallace, Alternate	Yes	
K-12 Education	Music Watson	No	
	Andrew Sharp, Alternate	?	
Higher Education	Hemlata Jhaveri	No	
	TBD, Alternate	No	
Native Americans/Tribal Governments	Chris Nejo	Yes	
	Marcus Orozco, Alternate	?	
Philanthropy	Megan Thomas	Yes	
	TBD, Alternate	No	
Business Community	Yen Tu	No	
	TBD, Alternate	No	
Taxpayers	Haney Hong	Yes	
	Kelly Batten, Alternate	?	
Workforce Development	Elena Metz	Yes	
	TBD, Alternate	No	

Transit Agencies	Kimy Wall	Yes
	TBD, Alternate	No
Libraries	Liz Vagani	Yes
	Missy Solis, Alternate	?
	Monnee Tong, Alternate	?
California Census Complete Count Office	Connie Hernandez	Yes
U.S. Census Bureau	Roberto Garcia	Yes
	Andrew Amorao, Alternate	Yes
	Nataly Schlafer, Alternate	Yes

**SANDAG Staff**

Darlane Hoctor Mulmat, Regional Census Data Manager  
 Amberlynn Griffin, Deputy Legal Counsel  
 Cindy Burke, Applied Research Division Director  
 Robyn Wapner, Senior Government Relations Analyst





## 2020 Census Complete Count Stakeholder Working Group

Item: **5**

October 16, 2019

Action: **Discussion**

### 2020 Census Complete Count Stakeholder Working Group Role and Objectives

#### Introduction

The purpose of the 2020 Census Complete Count Stakeholder Working Group is to involve community leaders throughout the San Diego region in achieving a complete count of all residents as part of the 2020 Census. This work includes the development of a Strategic Plan and Implementation Plan to deliver \$1.56 million in state grant funding to encourage all people to respond to the 2020 Census, particularly those who have historically been hard to count (e.g., people without broadband internet access, children under the age of five, individuals with limited English proficiency).

In addition to SANDAG, there are three other primary organizations actively working in the San Diego region to support and encourage a complete count of every resident: the U.S. Census Bureau, the California Complete Count – Census 2020 Office, and the United Way, which leads Count Me 2020, a coalition comprised of more than 150 community-based organizations and civic groups conducting 2020 Census outreach.

#### Discussion

During the August 2019 Working Group meeting, members and other stakeholders discussed roles and objectives moving forward. Members agreed that the Working Group is an important forum for identifying gaps in the 2020 Census outreach efforts and matching resources with needs by exchanging information both at the meetings and in between.

To facilitate sharing and coordination, SANDAG staff will provide members and other stakeholders with emailed updates (eblasts) between meetings regarding action items and other follow-ups. In addition, two recurring items will be added to the Working Group agendas: one, to discuss recent or upcoming events, outreach, and other information related to the Census; and the other, to provide an opportunity for Count Me 2020 representatives to report out on their efforts and activities; including updates from their Strategic Planning and Implementation; Collaboration, Coordination and Support; and Communications, Media, Events, and Outreach work groups.

Information shared at and between Working Group meetings will be posted on the Count Me 2020 and SANDAG websites. SANDAG also plans to provide regular updates at its Board of Directors, Policy Advisory Committee, and Working Group meetings starting in November 2019.

Other ideas include encouraging participation in Count Me 2020 work groups; and having Working Group voting members coordinate with their local jurisdictions and/or provide updates to the City Councils in their subregion on Working Group activities.

Key Staff Contact: Darlanne Hocter Mulmat, (619) 699-7326, [darlanne.mulmat@sandag.org](mailto:darlanne.mulmat@sandag.org)

**SANDAG 2020 Census Complete Count Stakeholder Working Group**

**Member Outreach Update Form**

Please complete this form prior to each meeting to provide an update on your organization’s recent and upcoming outreach activities. Forms will be provided to all Working Group members before meetings and will be available to the public for reference.

**Date:** 9/10/2019

**Agency:** San Diego County Library

**Name:** Ryan Ibarra

<b>RECENT ACTIVITIES (completed following previous Working Group meeting)</b>			
<b>Activity</b>	<b>Date/Time</b>	<b>Audience</b>	<b>Description and Key Performance Metrics</b>
WiFi homepage set to Census 2020 URL during data collection period	9/9/2019	Public	Internal meeting discussed idea of setting the WiFi homepage to the Census 2020 URL, potentially reaching up to 38,000-40,000 users through the San Diego County library system. Migell Acosta, the director, expressed support of this strategy.

<b>UPCOMING ACTIVITIES</b>			
<b>Activity</b>	<b>Date/Time</b>	<b>Audience</b>	<b>Description and Opportunities for Collaboration</b>



## SANDAG 2020 Census Complete Count Stakeholder Working Group

### Member Outreach Update Form

Please complete this form prior to each meeting to provide an update on your organization's recent and upcoming outreach activities. Forms will be provided to all Working Group members before meetings and will be available to the public for reference.

Date: 9/10/2019

Agency: United Way (ACBO)

Name: Michele Silverthorn

<b>RECENT ACTIVITIES (completed following previous Working Group meeting)</b>			
<b>Activity</b>	<b>Date/Time</b>	<b>Audience</b>	<b>Description and Key Performance Metrics</b>
Subcontract Awards	9/10/2019	Subcontractor Organizations	Award notices were sent to 37 community-based organizations. There was one award for the largest amount (\$160k) and six awards for the smallest amount (\$5k). The average subcontract was approximately \$25k. Five awards were in the \$50k-\$160k range, six between \$30k and \$45k, and 26 between \$5k to \$25k.
Application			The United Way responded to the SANDAG RFA on behalf of the Cities of San Diego and El Cajon.

<b>UPCOMING ACTIVITIES</b>			
<b>Activity</b>	<b>Date/Time</b>	<b>Audience</b>	<b>Description and Opportunities for Collaboration</b>
Town Hall	9/25/2019	Employees, general public	Why do I need to be counted? Hosted by the Employee Rights Center (ERC) & Justice Overcoming Boundaries (JOB) at Resurrection Church (1445 Conway Drive, Escondido). Additional details: <a href="https://d3n8a8pro7vhmx.cloudfront.net/countme2020/mailings/17/attachments/original/census_2020_flyer_f.pdf?1567811954">https://d3n8a8pro7vhmx.cloudfront.net/countme2020/mailings/17/attachments/original/census_2020_flyer_f.pdf?1567811954</a>
Train the Trainers	October	Stakeholders	Planning regional training. Details to be determined.

