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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.

Tuesday, November 19, 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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- 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



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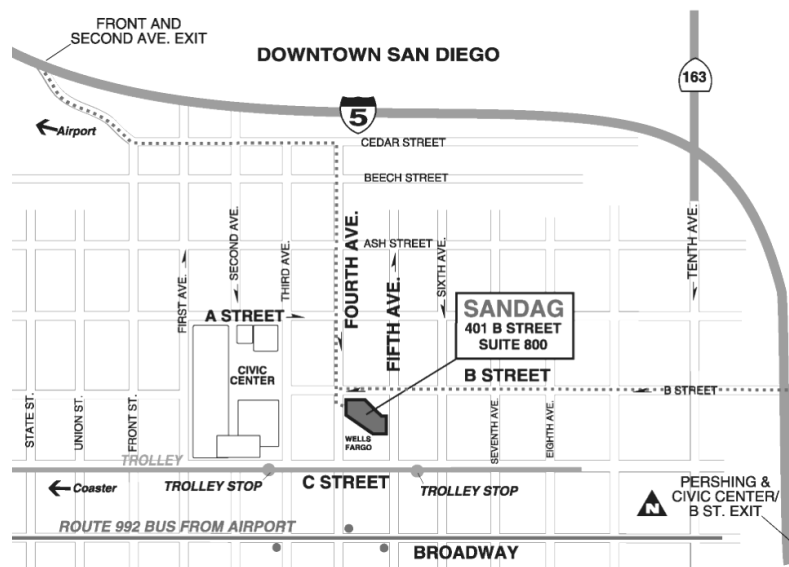
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# 2020 Census Complete Count Stakeholder Working Group

Tuesday, November 19, 2019

Item No.		Action
+1.	<b>Approval of Meeting Minutes</b> The 2020 Census Complete Count Stakeholder Working Group is asked to approve the minutes from its October 16, 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 agency actions in support of the Working Group will be provided.	Information
4.	<b>National Association of Latino Elected Official Census Outreach Update</b> <i>Blanca Romero, NALEO Educational Fund</i> This overview by NALEO will highlight resources dedicated to 2020 Census outreach, including important Census dates, opportunities for message amplification, and 4 Guiding Questions for outreach.	Information
5.	<b>How SANDAG Uses Census Data</b> <i>Ray Major, SANDAG</i> Census data are used not only in determining representation in Congress and in allocating federal funds--they are also incorporated into local decision-making. The ways that SANDAG uses Census data for planning and modeling efforts will be presented.	Information
+6.	<b>Complete Count Outreach Reports</b> Members of the Working Group and other stakeholders are asked to provide updates on their recent or upcoming efforts to support 2020 Census Complete Count activities, emphasizing activities that would benefit from coordination among everyone (e.g., training, messaging, kiosk locations, and coverage of the hard to count community).	Discussion

**7. Upcoming Meetings**

**Discussion**

Members and other stakeholders are asked to provide suggestions for the next meeting's agenda, which is scheduled for December 17, 2019, at 9:30 a.m.

**8. Adjournment**

+ next to an item indicates an attachment



# 2020 Census Complete Count Stakeholder Working Group

Item: **1**

November 19, 2019

Action: **Approve**

## October 16, 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 9:37 a.m.

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

Action: Upon a motion by Geoff Patnoe (County of San Diego) and a second by Lyn Dedmon (East County), the Working Group approved the minutes from its August 21, 2019, meeting. Yes: Chair Davis, Gloria Cruz-Cardenas (City of San Diego), Geoff Patnoe, Lyn Dedmon, Cecilia Barandiaran (North County Coastal), Dulce Salazar (North County Inland). No: None. Abstain: None. Absent: None.

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

None.

## Reports

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

Darlanne Hoctor Mulmat, Regional Census Data Manager, provided an update on agency actions in support of the Working Group.

Action: Information only.

### 4. Census Address List and Outreach (Discussion)

Andrew Amorao, U.S. Census Bureau, presented a summary of methods used to ensure a complete address list for the Census.

Action: Discussion only.

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

Robyn Wapner, Senior Government Relations Analyst, facilitated discussion regarding recommendations and ideas for maximizing the work of the Working Group.

Action: Discussion only.

### 6. Complete Count Outreach Reports (Discussion)

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.

Joann Fields, Asian-Pacific Islander Initiative, reported activities for September and October, provided an update on available funding, and expressed the need for partnerships for Asian-Pacific Islander events.

Action: Discussion only.

## **7. Upcoming Meetings**

The next Working Group meeting is scheduled for Tuesday, November 19, 2019, at 9:30 a.m.

## **8. Adjournment**

Chair Davis adjourned the meeting at 10:58 a.m.

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

October 16, 2019

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

Transit Agencies	Kimy Wall	No
	TBD, Alternate	N/A
Libraries	Liz Vagani	No
	Missy Solis, Alternate	No
	Monnee Tong, Alternate	No
California Census Complete Count Office	Connie Hernandez	No
U.S. Census Bureau	Roberto Garcia	No
	Andrew Amorao, Alternate	Yes
Elected Officials - Mexico	Mario Enrique Figueroa Matuz	Yes
	Natalia Figueroa, Alternate	No

**SANDAG Staff**

Darlanne Hoctor Mulmat, Regional Census Data Manager  
Samantha Foulke, General Counsel  
Robyn Wapner, Senior Government Relations Analyst  
Lindsey Hansen, Associate Public Communications Officer



**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:** 11/12/2019

**Agency:** City of Oceanside

**Name:** Cecilia Barandiaran

<b>RECENT ACTIVITIES (completed following previous Working Group meeting)</b>			
<b>Activity</b>	<b>Date</b>	<b>Audience</b>	<b>Description and Key Performance Metrics</b>
Dia de los Muertos – San Luis Rey	10/27/2019 12:00 AM	Hispanic and greater North SD County	Census Booth with event attendance at 15,000. HTC’s included CH, FW, LEP, LAT
Dia de los Muertos – Crown Heights	11/1/2019 12:00 PM	Crown Heights – census tract 182	Census Booth with event attendance at 150. HTC’s included CH, FW, LEP, LAT in the Crown Heights neighborhood.
Balderamma Park Re-Dedication & Die de los Muertos - Eastside	11/2/2019 11:00 AM	Eastside census tract 186.03	Census Booth with event attendance at 200. HTC’s included CH, LAT in the Eastside neighborhood.
Fal Festival / Chili Cook-Off	11/2/2019 12:00 PM	Heritage Park census tracts 186.09, 186.10, 186.12	Census Booth with event attendance at 150. HTC’s included AA, API, CH, LEP, LAT, SEN.

<b>UPCOMING ACTIVITIES</b>			
<b>Activity</b>	<b>Date</b>	<b>Audience</b>	<b>Description and Opportunities for Collaboration</b>
Tree Lighting at the Sunset Evening Market	12/4/2019 6:00 PM	Citywide and addtl attendees	Census Booth with event attendance at 2,000. HTC’s included AA, API, CH, HIF, LAT, LGBTQ, OTH, PWD, SEN, VET
La Posada – Crown Heights	12/18/2019 5:00 PM	Crown Heights – census tract 182	Census Booth with event attendance at 150. HTC’s included CH, FW, LEP, LAT in the Crown Heights neighborhood.
Eastside Holiday Festival	12/20/2019 5:00 PM	Eastside census tract 186.03	Census Booth with event attendance at 200. HTC’s included CH, LAT in the Eastside neighborhood.