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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, December 17, 2019

9:30 to 11:30 a.m.

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

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Please silence all electronic devices during the meeting

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- and
- County of San Diego

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- California Department of Transportation
- Metropolitan Transit System
- North County Transit District
- United States Department of Defense
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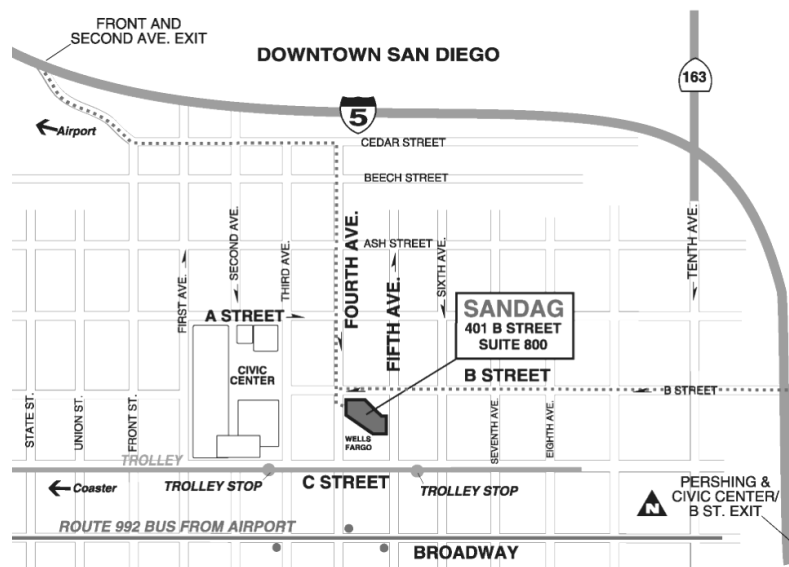
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2020 Census Complete Count Stakeholder Working Group

Tuesday, December 17, 2019

Item No.		Action
+1.	Approval of Meeting Minutes The 2020 Census Complete Count Stakeholder Working Group is asked to review and approve the minutes from its November 19, 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.	
Reports		
3.	California Complete Count - 2020 Census Office Update <i>Connie Hernandez, California Complete Count - 2020 Census Office</i> The California Complete Count - 2020 Census Office has awarded statewide grants for outreach, in addition to awarding local funding. This presentation will cover how specific sectors are being targeted and how local groups can collaborate. Guidance will also be provided regarding equipment and questionnaire assistance centers.	Information
4.	Count Me 2020 Coalition Update Count Me 2020, a network of more than 100 community-based organizations working to ensure a complete and accurate 2020 Census count, was formed to support the hard to count communities of San Diego and Imperial Counties. It is an integral partner with SANDAG in outreach for the 2020 Census. A. Strategic Planning and Implementation (Arcela Nunez-Alvarez, National Latino Research Center) An update on implementation efforts of the Count Me 2020 Coalition will be presented. B. Communications, Media, Events, and Outreach (Alan Kaplan, Engage San Diego and JoAnn Fields, Asian & Pacific Islander Initiative) An update on Count Me 2020 Coalition communications, media, events and outreach will be presented.	Information

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|-----|---|--|
| +5. | Working Group Membership and Subcommittee Structure | Discussion/
Possible Action |
| | The Working Group is asked to discuss the potential addition of new advisory members and formation of subcommittees to facilitate outreach efforts for the 2020 Census. | |
| 6. | Complete Count Outreach Reports | Information |
| | Members of the 2020 Census Complete Count Stakeholder 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, coverage of the hard-to-count community). | |
| 7. | Upcoming Meetings | Information |
| | The next Working Group meeting is scheduled for Wednesday, January 15, 2020, at 9:30 a.m. | |
| 8. | Adjournment | |

+ next to an item indicates an attachment



2020 Census Complete Count Stakeholder Working Group

Item: **1**

December 17, 2019

Action: **Approve**

November 19, 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 Lyn Dedmon (East County) and a second by Geoff Patnoe (County of San Diego), the Working Group approved the minutes from its October 16, 2019, meeting. Yes: Chair Davis, Geoff Patnoe, Gloria Cruz-Cardenas (City of San Diego), Lyn Dedmon, Kerry Jezisek (North County Coastal), and Dulce Salazar (North County Inland). No: None. Abstain: None. Absent: None.

2. Public Comments/Communications/Member Comments

Toni Atkins, California State Senate President Pro Tem, thanked the Working Group and United Way for their efforts in preparing for the 2020 Census.

Alejandra Sotelo Solis (National City) thanked the Working Group for its efforts with the 2020 Census and presented National City's Complete Count outreach process.

John Highkin, Fern Street Community Arts, emphasized that achieving a complete count for the 2020 Census are social justice and social equity issues and emphasized the importance of art in achieving Census participation.

Reports

3. Director's Report (Information)

Ray Major, Chief Analytics Officer/Chief Economist, provided an update on agency actions in support of the Working Group.

Action: Information only.

4. National Association of Latino Elected Officials Census Outreach Update (Information)

Blanca Romero, NALEO Educational Fund, explained resources dedicated to the 2020 Census outreach.

Action: Information only.

5. How SANDAG Uses Census Data (Information)

Ray Major provided a presentation on how SANDAG uses Census data for local planning and modeling efforts.

Action: Information 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 Initiatives, spoke about recent community engagement and activities across the San Diego region, along with upcoming activities.

Alan Kaplan, Engage San Diego, briefed the working group on recent activities and organizational processes.

Arcela Nunez-Alvarez, Count Me 2020, discussed the activities and efforts of the National Latino Research Center at CSU San Marcos.

Action: Discussion only.

7. Upcoming Meetings

The next Working Group meeting is scheduled for Tuesday, December 17, 2019, at 9:30 a.m.

8. Adjournment

Chair Davis adjourned the meeting at 11:21 a.m.

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

November 19, 2019

Jurisdiction	Name	Attended	Comments
South County	Angelica Davis, Chair	Yes	
	Reyna Ayala, Alternate	No	
North County Coastal	Kerry Jezisek	Yes	
	Cecilia Barandiaran, Alternate	Yes	
	Esther Sanchez, Alternate	No	
North County Inland	Dulce Salazar	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	
Advisory Members			
Count Me 2020 Coalition	Michele Silverthorn	Yes	
	Ellen Nash, Alternate	Yes	
Elected Officials	Chevelle Tate	Yes	
	Lee Hernandez, Alternate	No	
	Diamond Wallace, Alternate	No	
K-12 Education	Music Watson	No	
	Andrew Sharp, Alternate	No	
Higher Education	Hemlata Jhaveri	Yes	
	TBD, Alternate	N/A	
Native Americans/Tribal Governments	Chris Nejo	Yes	
	Marcus Orozco, Alternate	No	
Philanthropy	Megan Thomas	No	
	TBD, Alternate	N/A	
Business Community	Yen Tu	Yes	
	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	Yes
	Monnee Tong, Alternate	No
California Census Complete Count Office	Connie Hernandez	Yes
U.S. Census Bureau	Roberto Garcia	No
	Mark Servantes, Alternate	Yes
Elected Officials - Mexico	Mario Enrique Figueroa Matuz	No
	Natalia Figueroa, Alternate	Yes

SANDAG Staff

Darlanne Hoctor Mulmat, Regional Census Data Manager
Ray Major, Chief Analytics Officer/Chief Economist
Amberlynn Griffin, General Counsel
Robyn Wapner, Senior Government Relations Analyst
Lindsey Hansen, Associate Public Communications Officer



2020 Census Complete Count Stakeholder Working Group

Item: **5**

December 17, 2019

Action: **Discussion/Possible Action**

Working Group Membership and Subcommittee Structure

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. The plan will include a focus on residents who historically have been hard to count, including people without broadband internet access, children under the age of five, and 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 – 2020 Census 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 November 2019 Working Group meeting, members and other stakeholders discussed the importance of including all sectors as advisory members to ensure that there are no gaps in outreach for hard-to-count communities. The idea of forming subcommittees to facilitate coordination was suggested.

Members agreed to think about these ideas, invite potential advisory members, and be prepared to decide the best structure moving forward.

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