Board of Directors Agenda

Friday, October 23, 2020
9 a.m. to 12 p.m.
**Teleconference Meeting**

MEETING ANNOUNCEMENT AMIDST COVID-19 PANDEMIC:

The Board of Directors meeting scheduled for Friday, October 23, 2020, will be conducted virtually in accordance with Governor Newsom’s State of Emergency declaration regarding the COVID-19 outbreak, Executive Order N-29-20, and the Guidance for Gatherings issued by the California Department of Public Health. Board Members will primarily participate in the meeting virtually, while practicing social distancing, from individual remote locations.

There are a few options for public participation:

- At the time of the meeting, listen to the audio stream through sandag.org
- Observe the meeting via Zoom. To participate via Zoom webinar, click the link to join the meeting: https://zoom.us/j/99719440781
- US: +1 669 900 6833, 997 194 40781# or +1 346 248 7799, 997 194 40781#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):
US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592

Webinar ID: 997 1944 0781

- International numbers available: https://zoom.us/u/abK5bMLzhq

SANDAG is relying on commercial technology to broadcast the meeting via Zoom. With the recent increase of virtual meetings, platforms such as Microsoft Teams, WebEx, GoToMeeting, and Zoom are working to scale their systems to meet the new demand. If we experience technical difficulty or you are unexpectedly disconnected from the broadcast, please close and re-open your browser and click the link to re-join the meeting. SANDAG staff will take all possible measures to ensure a publicly accessible experience. Please note that the meeting will continue to be broadcast audio-only via the “Listen to the meeting” link on sandag.org.

Public Comments: Persons who wish to address the members on an item to be considered at this meeting, or on non-agendized issues, may email comments to the Clerk at clerk@sandag.org (please reference: “October 23 Board Meeting” in your subject line and identify the item number(s) to which your comments pertain). Comments received by 4 p.m. on Thursday, October 22, will be provided to members prior to the meeting. If you desire to provide a live verbal comment during the meeting, please join the Zoom meeting either by computer or phone. At the time for public comments, members of the public will be advised to ‘Raise Hand’ if they wish to provide comments. The ‘Raise Hand’ feature can be found on the Zoom toolbar for those who are joining via computer or by entering *9 for those who joining via telephone only. The Clerk will call on members of the public by name for those joining via a computer and by the last three digits of your telephone number for those joining via telephone. All comments received prior to the close of the meeting will be made part of the meeting record.
Welcome to SANDAG. Members of the public may speak to the Board of Directors on any item at the time the Board is considering the item. Public speakers are limited to three minutes or less per person. The Board may only take action on any item appearing on the agenda.

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. Additionally, interested persons can sign up for email notifications at sandag.org/subscribe.

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

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。

Closed Captioning is available

To access Closed Captioning: click the closed caption icon on the toolbar at the top of your screen and follow the prompts. The closed captioning will be shown at the bottom of your screen, Or, open your browser and paste the link: https://www.streamtext.net/player?event=SANDAG-BOD.

Message from the Clerk

In compliance with Government Code §54952.3, the Clerk hereby announces that the compensation for legislative body members attending the following simultaneous or serial meetings is: Executive Committee (EC) $100, Board of Directors (BOD) $150, and Regional Transportation Commission (RTC) $100. Compensation rates for the EC and BOD are set pursuant to the SANDAG Bylaws, and the compensation rate for the RTC is set pursuant to state law.

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.
<table>
<thead>
<tr>
<th>Item No.</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Public Comments/Communications/Member Comments</td>
</tr>
<tr>
<td></td>
<td>Public comments under this agenda item will be limited to five public speakers. Members of the public shall have the opportunity to address the Board on any issue within the jurisdiction of SANDAG that is not on this agenda. Public speakers are limited to three minutes or less per person. Board members also may provide information and announcements under this agenda item.</td>
</tr>
<tr>
<td>2.</td>
<td>Policy Advisory Committee Chairs' Report Information</td>
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<tr>
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<td>Policy Advisory Committee Chairs will provide updates on key Committee activities.</td>
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<td>3.</td>
<td>Executive Director's Report Discussion</td>
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<td></td>
<td>Hasan Ikhrata An update on key programs, projects, and agency initiatives, including the agency’s response to COVID-19, San Diego Forward: The 2021 Regional Plan, and the Airport Connectivity project, will be presented.</td>
</tr>
</tbody>
</table>

**Consent**

| +4.          | Approval of Meeting Minutes Approve |
|             | The Board of Directors is asked to approve the minutes from its September 18, 2020, Board Special meeting and September 25, 2020, Board Business meeting. |
| +5.          | Approval of Proposed Solicitations and Contract Awards Approve |
|             | Julie Wiley, SANDAG The Board of Directors is asked to: |
|             | 1. Authorize the Executive Director to execute contract amendments to increase capacity on current on-call marketing and communications contracts by an aggregate amount of up to $1.25 million; and |
|             | 2. Authorize the Executive Director to execute contracts with five law firms for on-call eminent domain and real property legal services. |
| +6.          | Policy Advisory Committee Actions Approve |
|             | Francesca Webb, SANDAG The Board of Directors is asked to ratify the actions taken by the Policy Advisory Committees. |
The Regional Planning and Transportation Committees recommend that the Board of Directors approve the FY 2021–2022 Environmental Mitigation Program Work Plan for regional land management and biological monitoring and allocate $4 million in funding for FY 2021.

In accordance with various Board Policies, this report summarizes delegated actions taken by the Executive Director since the last Board of Directors Business meeting.

Board members will provide brief reports orally or in writing on external meetings and events attended on behalf of SANDAG.

In accordance with the SANDAG Bylaws, the Chair will appoint up to a six-person nominating committee for Board officers, made up of Board members from each of the four subregions and a member from the City of San Diego and the County of San Diego.

An overview of the new electric vehicle charger rebate project for the San Diego region that opens October 27 will be presented.

The 2020 Complete Count Census Working Group recommends that the Board of Directors approve the 2020 California Census Final Report for submission to the California Complete Count – 2020 Census Office.
13. Closed Session: Conference with Real Property Negotiators Pursuant to Government Code Section 54956.8 and Conference with Legal Counsel/Significant Exposure to Litigation Pursuant to Government Code Section 54956.9(d)(2) Regarding Conservation Easement to be Acquired over the Rancho Lilac Property

*Stephanie Smith, Grid Legal LLP; Keith Greer and Samantha Foulke, SANDAG*

The Board of Directors will be briefed on negotiations with the San Diego Habitat Conservancy (SDHC) regarding price and terms of payment for a proposed Conservation Easement for the Rancho Lilac property located 31928 Lilac Road in the community of Valley Center, County of San Diego, and exposure to litigation arising from the potential acquisition.

14. Continued Public Comments

If the five-speaker limit for public comments was exceeded at the beginning of this agenda, other public comments will be taken at this time. Subjects of previous agenda items may not again be addressed under public comment.

15. Upcoming Meetings

*Information*

The next Board Policy meeting is scheduled for Friday, November 6, 2020, at 10 a.m.
The next Board Business meeting is scheduled for Friday, November 20, 2020, at 9 a.m.

16. Adjournment

+ Next to an agenda item indicates an attachment

* Next to an agenda item indicates that the Board of Directors also is acting as the San Diego County Regional Transportation Commission for that item
September 18, 2020, Board of Directors Meeting Minutes

Chair Steve Vaus (Poway) called the meeting of the Board of Directors to order at 9 a.m.

1. Public Comments/Communications/Member Comments

None.

Reports

2. Salaries and Compensation Performance and Compliance Audit

The Board of Directors was asked to consider the Salaries and Compensation Performance and Compliance Audit.

+2A. The SANDAG Office of Independent Performance Auditor presented the item.

+2B. SANDAG Management presented the item.

+2C. The SANDAG Audit Committee presented the item.

Action: Councilmember Vivian Moreno (City of San Diego) moved that the Board vote to receive the Auditor’s report and request that staff create an action plan to be brought to the Audit Committee and the Board for consideration; to the extent possible, staff should incorporate into the action plan all the comments of the Board today as well as the recommendations from the Audit Committee; and direct the Executive Committee to retain an outside law firm to investigate any allegations of illegality and impropriety included in the audit. The motion was seconded by Mayor Mary Salas (City of Chula Vista).

Prior to voting on the motion, a substitute motion was made.

Action: Mayor Rebecca Jones (City of San Marcos) made a substitute motion that the Board accept the Auditor’s report, including all the findings; direct staff to work with the Independent Auditor on an implementation plan on all proposed recommendations; report back to the Board on implementation within 90 days; retain a peer review of the Audit by a third-party auditor or outside law firm; and never redact audit reports with the exception of names or personal information. The substitute motion was seconded by Supervisor Kristin Gaspar (County of San Diego).

Yes: Mayor Pro Tem Keith Blackburn (City of Carlsbad), Mayor Richard Bailey (City of Coronado), Supervisor Jim Desmond (County of San Diego) Mayor Bill Wells (City of El Cajon), Mayor Paul McNamara (City of Escondido), Deputy Mayor Jack Feller (City of Oceanside), Chair Vaus, Mayor Jones, Mayor Judy Ritter (City of Vista).

No: Mayor Salas, Mayor Ellie Havilland (City of Del Mar), Vice Chair Catherine Blakespear (City of Encinitas), Councilmember Mark West (City of Imperial Beach), Councilmember Bill Baber (City of La Mesa), Councilmember Jennifer Mendoza (City of Lemon Grove), Mayor Alejandra Sotelo-Solis (City of National City), Councilmember Moreno, Mayor John Minto (City of Santee), Councilmember David Zito (City of Solana Beach).

Abstain: None.

Absent: None.

The substitute motion failed.
**Action**: The Board voted on the original motion made by Councilmember Moreno.

Yes: Mayor Salas, Mayor Bailey, Mayor Haviland, Vice Chair Blakespear, Mayor McNamara, Councilmember West, Councilmember Baber, Councilmember Mendoza, Mayor Sotelo-Solis, Chair Vaus, Councilmember Moreno, Mayor Minto, Councilmember Zito.

No: Mayor Pro Tem Blackburn, Supervisor Desmond, Mayor Wells, Deputy Mayor Feller, Mayor Jones, Mayor Ritter.

Abstain: None.

Absent: None.

The motion passed.

3. **Continued Public Comments**

None.

4. **Upcoming Meetings**

The next Board Business meeting is scheduled for Friday, September 25, 2020, at 9 a.m. The next Board Policy meeting is scheduled for Friday, October 11, 2020, at 10 a.m.

5. **Adjournment**

Chair Vaus adjourned the meeting at 11:25 a.m.
## Confirmed Attendance at September 18, 2020, Board of Directors Meeting

<table>
<thead>
<tr>
<th>Board of Directors</th>
<th>Title</th>
<th>Name</th>
<th>Attend Virtually</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Carlsbad</td>
<td>Councilmember</td>
<td>Keith Blackburn (1st Alt.)</td>
<td>Yes</td>
</tr>
<tr>
<td>City of Chula Vista</td>
<td>Councilmember</td>
<td>Mary Salas (Primary)</td>
<td>Yes</td>
</tr>
<tr>
<td>City of Coronado</td>
<td>Mayor</td>
<td>Richard Bailey (Primary)</td>
<td>Yes</td>
</tr>
<tr>
<td>City of Del Mar</td>
<td>Mayor</td>
<td>Ellie Haviland (Primary)</td>
<td>Yes</td>
</tr>
<tr>
<td>City of El Cajon</td>
<td>Mayor</td>
<td>Bill Wells (Primary)</td>
<td>Yes</td>
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<tr>
<td>City of Encinitas</td>
<td>Vice Chair</td>
<td>Catherine Blakespear (Primary)</td>
<td>Yes</td>
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<tr>
<td>City of Escondido</td>
<td>Mayor</td>
<td>Paul McNamara (Primary)</td>
<td>Yes</td>
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<tr>
<td>City of Imperial Beach</td>
<td>Councilmember</td>
<td>Mark West (1st Alt.)</td>
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<tr>
<td>City of La Mesa</td>
<td>Councilmember</td>
<td>Bill Baber (Primary)</td>
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<tr>
<td>City of Lemon Grove</td>
<td>Councilmember</td>
<td>Jennifer Mendoza (2nd Alt.)</td>
<td>Yes</td>
</tr>
<tr>
<td>City of National City</td>
<td>Mayor</td>
<td>Alejandra Sotelo-Solis (Primary)</td>
<td>Yes</td>
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<tr>
<td>City of Oceanside</td>
<td>Deputy Mayor</td>
<td>Jack Feller (Primary)</td>
<td>Yes</td>
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<tr>
<td>City of Poway</td>
<td>Chair</td>
<td>Steve Vaus (Primary)</td>
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<tr>
<td>City of San Diego</td>
<td>Mayor</td>
<td>Vivian Moreno (2nd Alt.)</td>
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<tr>
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<td>Georgette Gomez (Primary)</td>
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<td>Judy Ritter (Primary)</td>
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<tr>
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<td>Jim Desmond (Primary)</td>
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<td>Caltrans</td>
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<td>Gustavo Dallarda (1st Alt.)</td>
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<tr>
<td>Metropolitan Transit System</td>
<td>Councilmember</td>
<td>Paloma Aguirre (Primary)</td>
<td>Yes</td>
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<tr>
<td>North County Transit District</td>
<td>NCTD Chair</td>
<td>Tony Kranz (Primary)</td>
<td>Yes</td>
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<tr>
<td>Imperial County</td>
<td>Supervisor</td>
<td>Sup. Jesus Escobar (Primary)</td>
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<tr>
<td>U.S. Department of Defense</td>
<td></td>
<td>Joe Stuyvesant (Primary)</td>
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<tr>
<td>Port of San Diego</td>
<td>Commissioner</td>
<td>Garry Bonelli (Primary)</td>
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<tr>
<td>San Diego County Water Authority</td>
<td>Councilmember</td>
<td>Mel Katz (Primary)</td>
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<tr>
<td>San Diego County Regional Airport Authority</td>
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<td>April Boling (Primary)</td>
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<tr>
<td>Mexico</td>
<td>Consul General</td>
<td>Carlos González Gutiérrez (Primary)</td>
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<tr>
<td>SCTCA</td>
<td>Chairman</td>
<td>Cody Martinez</td>
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<td>Vivian Moreno (2nd Alt.)</td>
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<tr>
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<td>Monica Montgomery (1st Alt)</td>
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<td>Mark Kersey (1st Alt.)</td>
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<tr>
<td>City of San Diego</td>
<td>Council President</td>
<td>Barbara Bry (2nd Alt.)</td>
<td></td>
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</tbody>
</table>
September 25, 2020, Board of Directors Meeting Minutes

Chair Steve Vaus (Poway) called the meeting of the Board of Directors to order at 9 a.m.

1. Public Comments/Continued Public Comments
   None.
2. Policy Advisory Committee Chairs' Report
   None.
3. Executive Director’s Report
   Executive Director Hasan Ikhrata spoke regarding outcomes from the internal audit; an October 15 workshop related to the Rancho Lilac Property; and provided updates on the agency’s priority projects, including the Del Mar Bluffs/LOSSAN Corridor, Otay Mesa East Port of Entry, Mid-Coast Trolley, Central Mobility Hub, and the 2021 Regional Plan.

Consent

4. Approval of Meeting Minutes (Approve)
The Board was asked to approve the minutes from its July 10, 2020; July 24, 2020; and August 14, 2020; meetings.
5. Policy Advisory Committee Actions (Approve)
The Board was asked to ratify the delegated actions taken by the Policy Advisory Committees.
6. Proposed FY 2021 Program Budget Amendment: Old Town Transit Center West Improvements (Approve)
The Board of Directors was asked to approve an amendment to the FY 2021 Program Budget, accepting $888,130 from the Metropolitan Transit System to construct the Old Town Transit Center West Improvements project (Capital Improvement Program No. 1147200).
7. Senate Bill 1 State of Good Repair Program: FY 2021 North County Transit District Project List and Claim (Adopt)
The Board of Directors was asked to adopt:
   1) Resolution No. 2021-03, approving the North County Transit District project list and authorizing the submittal of the project listing to the FY 2020-2021 SB 1 State of Good Repair Program; and
   2) Resolution No. 2021-04, approving the claim for the FY 2020-2021 SB 1 State of Good Repair Program for the North County Transit District.
8. Federal Transit Administration Section 5311 Program of Projects, CARES Act Phase 2 (Approve)
The Board of Directors was asked to approve the FFY 2020 CARES Act apportionment of Federal Transit Administration Section 5311 Non-Urbanized Area Formula Program funds for the San Diego region.
9. Amendments for Prior Year (FY 2020) State Transit Assistance and Senate Bill 1 State of Good Repair Claims (Adopt)

The Board of Directors was asked to adopt:

1) Resolution No. 2021-05, approving the FY 2019-2020 State Transit Assistance claim amendment for the North County Transit District; and

2) Resolution No. 2021-06, approving the FY 2019-2020 SB 1 State of Good Repair claim amendment for the North County Transit District.

10. Executive Director Delegated Actions (Information)

In accordance with various Board Policies, this report summarized delegated actions taken by the Executive Director since the last Board of Directors Business meeting.

11. Meetings and Events Attended on Behalf of SANDAG (Information)

Board members provided brief reports orally or in writing on external meetings and events attended on behalf of SANDAG.


This report provided various finance-related items to the Board of Directors, including: (1) a quarterly report of investments, including all money under the direction or care of SANDAG; and (2) an annual report and evaluation of all outstanding interest rate swaps.


This progress report provided an update on the status of major SANDAG and Caltrans projects and programs in the San Diego region.

Action: Upon a motion by Mayor Mary Salas (City of Chula Vista) and a second by Mayor Alejandra Sotelo-Solis (City of National City), the Board was asked to approve Consent Items Nos. 4 through 13.

The motion passed.

Yes: Chair Vaus, Vice Chair Catherine Blakespear (City of Encinitas), Councilmember Cori Schumacher (City of Carlsbad), Mayor Salas, Mayor Richard Bailey (City of Coronado), Mayor Ellie Haviland (City of Del Mar), Mayor Paul McNamara (City of Escondido), Councilmember Mark West (City of Imperial Beach), Councilmember Kristine Alessio (City of La Mesa), Mayor Racquel Vasquez (City of Lemon Grove), Mayor Sotelo-Solis, Deputy Mayor Jack Feller (City of Oceanside), Councilmember Vivian Moreno (City of San Diego), Supervisor Jim Desmond (County of San Diego), Mayor Rebecca Jones (City of San Marcos), Mayor John Minto (City of Santee), Councilmember David Zito (City of Solana Beach), and Mayor Judy Ritter (City of Vista).

No: None.

Abstain: None.

Absent: El Cajon.

The Chair also directed staff to place an item on a future Board agenda to respond to inquiries by Mayor Salas related to the SR 125 South Bay Expressway.

Chair’s Reports

14. 2020 iCommute Diamond Awards Recipients (Information)

The Board of Directors recognized the recipients of the 2020 Diamond Awards for their commitment to sustainable transportation choices that reduce regional traffic congestion and greenhouse gas emissions.

Action: Information only.
15. Regional Litter Abatement Subcommittee (Information)
An update on the San Diego Regional Litter Abatement Subcommittee was presented.

**Action:** Information only.

**Reports**

16. 2020 TransNet Program of Projects and 2018 Regional Transportation Improvement Program: Amendment No. 14 (Adopt)

The Transportation Committee recommends that the Board of Directors adopt Regional Transportation Commission (RTC) Resolution No. RTC-2021-01, approving Amendment No. 14 to the 2018 Regional Transportation Improvement Program and adopting the TransNet Program of Projects for FY 2021 through FY 2025.

**Action:** Upon a motion by Supervisor Desmond and a second by Councilmember Alessio, the Board was asked to adopt RTC Resolution No. RTC-2021-01, approving Amendment No. 14 to the 2018 Regional Transportation Improvement Program and adopting the TransNet Program of Projects for FY 2021 through FY 2025.

The motion passed.

Yes: Chair Vaus, Vice Chair Blakespear, Councilmember Schumacher, Mayor Salas, Mayor Bailey, Mayor Haviland, Mayor McNamara, Councilmember West, Councilmember Baber, Mayor Vasquez, Mayor Sotelo-Solis, Deputy Mayor Feller, Councilmember Moreno, Supervisor Desmond, Mayor Jones, Mayor Minto, Councilmember Zito, and Mayor Ritter.

No: None.

Abstain: None.

Absent: El Cajon.

17. Closed Session: Conference with Legal Counsel - Existing Litigation Pursuant to Government Code Section 54956.9(D)(1) – Anna Avenue Associates v. SANDAG (Superior Court Case No. 2018-00000231)

The Board of Directors was briefed on the status of the referenced litigation regarding the San Diego River Bridge project.

Chair Vaus reconvened the Open Session at 9:50 a.m.

General Counsel John Kirk reported the following out of closed session: The Board met in closed session on Item No. 17 and was briefed on the status of the referenced litigation regarding the San Diego River Bridge project; there are no reportable actions at this time. Any final action will be disclosed as a delegated action.

18. Continued Public Comments
None.

19. Upcoming Meetings
The next Board Policy meeting is scheduled for Friday, October 9, 2020, at 10 a.m. The next Board Business meeting is scheduled for Friday, October 23, 2020, at 9 a.m.

20. Adjournment
Chair Vaus adjourned the meeting at 10:51 a.m.
# Confirmed Attendance at Board of Directors Meeting

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<td>Councilmember</td>
<td>Mike Donovan (2nd Alt.)</td>
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<td>County of San Diego</td>
<td>Supervisor</td>
<td>Jim Desmond (Primary)</td>
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<td>City of Imperial Beach</td>
<td>Councilmember</td>
<td>Mark West (Alternate)</td>
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<td>City of La Mesa</td>
<td>Councilmember</td>
<td>Kristine Alessio (1st Alt)</td>
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<td>City of Lemon Grove</td>
<td>Councilmember</td>
<td>Racquel Vasquez (Primary)</td>
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<td>City of National City</td>
<td>Mayor</td>
<td>Alejandra Sotelo-Solis (Primary)</td>
<td>Yes</td>
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<td>City of Oceanside</td>
<td>Deputy Mayor</td>
<td>Jack Feller (Primary)</td>
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<tr>
<td>City of Poway</td>
<td>Chair</td>
<td>Steve Vaus (Primary)</td>
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City of San Diego  Council President  Monica Montgomery (1st Alt)
City of San Diego  Councilmember  Mark Kersey (1st Alt.)
City of San Diego  Council President  Barbara Bry (2nd Alt.)
Approval of Proposed Solicitations and Contract Awards

Overview
Pursuant to Board direction, solicitations and contract awards in excess of $5 million are brought to the Board of Directors for approval. This month, there is an amendment request involving the on-call marketing and communications contract for the Board of Directors’ consideration. The original Request for Proposals (RFP) for Marketing and Communications was issued in 2018 and was under this threshold. Staff proposes to amend the capacity by 25%. This action would increase the capacity by $1.25 million to allow the aggregate total of the on-call contracts to $6.25 million. In addition, staff requests authorization to enter into five contracts with law firms procured under a RFP for on-call legal services approved by the Board of Directors in January 2020.

Key Considerations for On-Call Marketing and Communications On-Call Contract Amendments
In July 2018, SANDAG solicited services for on-call marketing and communications consultants in the amount of $5 million over a five-year period. Although the expiration date of the contracts is not until July 2023, the existing capacity of these contracts has been expended faster than anticipated. Communications staff plan to issue a new solicitation later in FY 2021; however, additional services on current projects are needed in the interim. Therefore, it is recommended that the capacity of the existing on-call marketing and communications contracts be increased by an aggregate amount of 25%. The increase from $5 million to $6.25 million would accommodate upcoming needs for projects while staff works to develop a new RFP for the agency’s longer-term needs. A list of those projects is provided in Attachment 1.

Key Considerations for On-Call Legal Services Contract Awards
On January 6, 2020, the Board of Directors authorized issuance of a RFP to seek qualified firms to provide on-call legal services related to condemnation, eminent domain, and real property transactions in support of potential property acquisitions for the Mid-Coast project, the downtown multiuse facility, the Airport Connectivity project, and various bikeway projects. In response to this solicitation, SANDAG received proposals from nine law firms. The Evaluation Committee selected the firms providing the best value to SANDAG, taking cost and experience into account, and recommends awarding contracts to five of the nine firms. A summary of overall evaluation scoring results is included in Attachment 2.

Action: Approve
The Board of Directors is asked to:
1. Authorize the Executive Director to execute contract amendments to increase capacity on current on-call marketing and communications contracts by an aggregate amount of up to $1.25 million; and
2. Authorize the Executive Director to execute contracts with five law firms for on-call eminent domain and real property legal services.

Fiscal Impact:
Due to the on-call nature of these procurements, there will be no budget impact until projects commence and amendments or task orders are awarded.

Schedule/Scope Impact for On-Call Marketing and Communications Contracts:
The amendments will allow the firms already under contract to continue to provide services through July 2023.

Schedule/Scope Impact for On-Call Legal Services Contracts:
The awarded firms would provide services for a period of up to five years following contract execution.
Contract award is recommended for the following five firms:

- Bergman Dacey Goldsmith, PLC
- Burke Williams Sorensen, LLP
- Meyers Nave
- Nossaman LLP
- Woodruff, Spradlin & Smart, APC

Next Steps

Pending approval by the Board of Directors, SANDAG will process amendments to increase the overall capacity of the on-call marketing and communications contracts in an aggregate amount of up to $1.25 million and enter into contracts with the five law firms indicated above for on-call legal services in the fields of condemnation, eminent domain, and real property transactions law. The contracts would initially be set at a low nominal amount. The capacity of each contract would be increased in the future only upon the need for services of that firm and the availability of sufficient budget.

Hasan Ikhrata, Executive Director

Key Staff Contact: Julie Wiley, (619) 699-6966, julie.wiley@sandag.org

Attachments:
1. Projects to be Supported by Marketing and Communications On-Call Amendments
2. Summary of Evaluation Results for On-Call Legal Services for Condemnation, Eminent Domain, and Real Property Transactions
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### SUMMARY OF OVERALL EVALUATION RESULTS

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Policy Advisory Committee Actions

Overview

SANDAG Board Policy No. 001 delegates certain responsibilities to the Policy Advisory Committees to allow SANDAG to effectively address key public policy and funding responsibilities. All items delegated to the Policy Advisory Committees are subject to Board ratification.

Below are the delegated actions taken by the Policy Advisory Committees that are subject to ratification.

Executive Committee: October 9, 2020

Approved the draft agendas for the October 23, 2020, Board Business meeting and November 6, 2020, Board Policy meeting, as amended.

Transportation Committee: October 16, 2020

Adopted the Specialized Transportation Grant Program 2020 Program Management Plan.

Approved an amendment to the FY 2021 Program Budget to add $400,000 in UC San Diego funds to the I-5/Gilman Drive Bridge project (Capital Improvement Program Project No. 1200508) for construction of UC San Diego betterments.

Directed staff to increase the study area for the South Bay to Sorrento Comprehensive Multimodal Corridor Plan to include the existing SR 75 Right-of-Way, including the Cays and Coronado Bridge; and the SR 282 (3rd and 4th Street Couplet).

Hasan Ikhrata, Executive Director

Key Staff Contact: Francesca Webb, (619) 977-9294, francesca.webb@sandag.org

Action: Approve

The Board of Directors is asked to ratify the delegated actions taken by the Policy Advisory Committees.
TransNet Environmental Mitigation Program: FY 2021–2022 Work Plan and FY 2021 Annual Funding

Overview

The TransNet Extension Ordinance and Expenditure Plan, approved by voters in 2004, includes the Environmental Mitigation Program (EMP), which provides funding to mitigate habitat impacts from regional and local transportation projects and provides funding for regional land management and biological monitoring.

Consistent with the Ordinance and adopted TransNet Environmental Mitigation Program Memorandum of Agreement, the FY 2021 Capital Improvement Program Budget includes $4 million for regional land management and monitoring efforts.

Key Considerations

Each year, the SANDAG Board of Directors is asked to allocate $4 million toward implementation of regional land management and biological monitoring pursuant to a Memorandum of Agreement (MOA) with state and federal agencies on the implementation of the EMP.

Regional land management and biological monitoring activities follow the objectives and priorities identified in the Management Strategic Plan1 (MSP) and are included in a two-year work plan. This work plan outlines overarching goals, area of emphasis, and key milestones for implementing the MSP over a two-year period. The proposed two-year work plan for FY 2021–2022 is provided as Attachment 1.

Table 1 of Attachment 2 depicts specific recommendations for the allocation of FY 2021 funding. In general, investments would be split between the following four focus areas: promoting key sensitive species, promoting native vegetation communities, enhancing wildlife movement, and promoting regional coordination. Funding for FY 2021 is consistent with the adopted MOA.

The Transportation and Regional Planning Committees reviewed this item at their respective October 2, 2020, meetings and recommend that the Board of Directors approve the proposed FY 2021–2022 EMP Work Plan for regional management and monitoring and allocate $4 million in funding for FY 2021.

Fiscal Impact:
The FY 2020 Capital Improvement Program Budget includes $4 million in funding to implement the TransNet Environmental Mitigation Program (EMP) FY 2021–2022 Work Plan.

Schedule/Scope Impact:
This action would allow the continuation of regional management and monitoring in FY 2021 under the provisions of the TransNet EMP.

Action: Approve
The Regional Planning and Transportation Committees recommend that the Board of Directors approve the FY 2021–2022 Environmental Mitigation Program Work Plan for regional land management and biological monitoring and allocate $4 million in funding for FY 2021.

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**Next Steps**

If approved by the Board of Directors, SANDAG staff would implement the FY 2021–2022 Work Plan. Implementation would help eliminate future listing and promote recovery of endangered species by providing biological monitoring and land management to proactively address the decline of endangered species and their habitats.

*Hasan Ikhrata, Executive Director*

Key Staff Contact: Kim Smith, (619) 699-6949, kim.smith@sandag.org

Attachments:
1. *TransNet Environmental Mitigation Program Regional Management and Monitoring FY 2021–2022 Work Plan*
2. *Recommended FY 2021 Allocation for Habitat Conservation Fund (1200300)*
Introduction

The TransNet Extension Ordinance and Expenditure Plan, approved by the voters in November 2004, includes the Environmental Mitigation Program (EMP), which provides funding to mitigate habitat impacts from regional and local transportation projects, and provides funding for regional land management and biological monitoring. The EMP is a unique component of the TransNet Extension Ordinance in that it goes beyond traditional mitigation for transportation projects by including a funding allocation for habitat acquisition, management, and monitoring activities to help implement the regional habitat conservation plans. This funding allocation is tied to mitigation requirements and the environmental clearance approval process for projects outlined in the Regional Transportation Plan and to implement the Habitat and Open Space policy objectives developed as part of San Diego Forward: The Regional Plan.

Each year, the Board of Directors allocates $4 million to implement regional land management and biological monitoring pursuant to a TransNet Memorandum of Agreement with state and federal agencies on the implementation of the EMP. In 2013, a technical document entitled Management Strategic Plan (MSP) for Conserved Lands in Western San Diego County was developed to increase the efficient use of both the TransNet funding as well as other outside local, state, and federal funds. This plan was updated in 2017 to include monitoring and management objectives for 2017–2021 and is in the process of further updating to include objectives for 2022–2026. The MSP has several elements dealing with species management, wildlife connectivity, wildfires, and regional monitoring that will promote the purpose of the TransNet EMP. The MSP is available at: sdmmp.com/portal.php.

The purpose of the MSP is to identify a roadmap to prioritize actions that are needed to ensure the persistence of key wildlife species, maintain ecosystem processes, and maintain healthy natural communities in an efficient and integrated manner across the region in the context of a changing ecosystem due to wildfires, habitat type conversion, and climate change.

The Independent Taxpayer Oversight Committee (ITOC) conducted an audit of the EMP in 2018 and recommended that the EMP develop metrics using the abundance of data to holistically understand the status and trend of the overall health of the Preserve System. The EMP Working Group and partners have been working since 2019 to develop these metrics using data collected from over the first ten years of the program and in conjunction with data that will be collected during the 2021-2022 workplan, described below.

Table 1, on page 13, of the FY 2021–2022 Work Plan, identifies the funding needs to implement these efforts in FY 2021.

FY 2021–2022 Strategic Goals and Areas of Emphasis

To guide the development of the annual allocation of regional management and monitoring funds, a set of strategic goals have been approved by the Board of Directors to implement the MSP. These strategic goals identify long-term areas of achievement that should remain relatively unchanged on an annual basis. Supporting these strategic goals are the areas of emphasis and achievement milestones, which will be updated each year to highlight particular areas of focus for the coming year and as a measure of success.
**Strategic Goals**

1. **Promote key sensitive species** persistence and resiliency through management actions to prevent extirpation and extinction.

2. **Promote native vegetation communities** persistence and resiliency through the development and implementation of strategies to maintain and increase habitat quality.

3. **Improve wildlife movement** through the identification of critical linkage areas and implementation of strategies to enhance the physical and genetic connectivity of species across rural and urban landscapes.

4. **Promote regional coordination** through the facilitation and coordination with existing land management efforts, development of best management practices, and leverage existing funding.

**Areas of Emphasis and FY 2021–2022 Milestones**

The highest priority for SANDAG during FY 2021–2022 is to develop metrics describing the state of the preserve that clearly communicate progress in managing the preserve system and are relevant and interesting to the general public, decision makers, and partners. The second highest priority is to build off prior work to continue with monitoring and management of species and their habitats, while reducing threats and increasing collaboration and use of best practices across the region.

### 1.0 Promote Key Sensitive Species.

#### 1.1 Priority Rare and Endemic Plants Recovery

There are 68 rare plant species included in the most recent update of the MSP (2022–2026). The MSP identifies 46 species requiring species-specific monitoring and management actions as they may be entirely lost from San Diego County, have significant occurrences that could be lost, or may need management to ensure persistence. An additional 17 species are the focus of vegetation monitoring and management and 5 low priority species may benefit from management for other species and vegetation communities. During 2021–2022, there are 34 species with species-specific regional monitoring and/or management objectives and 12 species that will be included in vegetation monitoring (see Section 2.1, below).

**Achievement Milestones FY 2021–2022**

- Continue to work with contractor and land managers to coordinate and implement regional rare plant “Inspect and Manage” (IMG) monitoring for 15 species in 2021 and 13 species in 2022. IMG monitoring was initiated in 2014 to document status, habitat and threats for known occurrences of priority rare plant species. Work with land managers and contractor to conduct baseline surveys to find new populations for 4 MSP priority rare plants in 2021, and 4 in 2022.


- Coordinate with Marine Corps Air Station Miramar on the results of their willowy monardella demographic monitoring and hydrologic studies; develop assessments at current and historic locations and suitable habitat on Conserved Lands to address the effects of hydrologic modification on the species and the potential for expansion of occurrences; and use this information to design future surveys for this species.
• **Implement high-priority management actions** for 7 rare plant species included in the MSP Framework Rare Plant Management Plan and the MSP Seed Collection, Banking and Bulking Plan. For species not yet included in the plans, continue to implement management actions identified as priorities based on IMG data and conservation seed banking and management needs.

• Continue to work with San Diego Zoo Global’s Native Seed Bank and land managers to prioritize rare plant seed collection for conservation banking and for bulking to provide seed for management projects.

### 1.2 Priority 1 Vertebrates Recovery

The MSP covers 54 vertebrate species and identifies 31 high-priority species requiring species specific management as they could either be entirely lost within San Diego County, have significant occurrences that could be lost, or may need specific management to ensure persistence. Another 7 species are included as priorities for vegetation focused (VF) monitoring and management, and 16 lower priority species will benefit indirectly from management activities. Sixteen of these 54 rare vertebrate species have been prioritized for regionally supported FY 2021–2022 vertebrate recovery management. Eleven species have regional species-specific monitoring and/or management objectives and 5 species will be surveyed for during vegetation monitoring (see Section 2.1, below).

**Achievement Milestones FY 2021–2022**

**Amphibians**

• Continue coordinating and implementing regionwide arroyo toad surveys based on the regional monitoring strategy developed by U.S. Geological Survey (USGS). Collect additional genetic material for analysis. Finalize monitoring plan based on sampling design and protocol developed for 2020 regional surveys. Continue supporting land managers on the implementation of priority management actions.

• Prepare a regional western spadefoot toad monitoring plan with protocol and sampling design that can be conducted in conjunction with vernal pool and other wetlands monitoring. Prepare a management plan to enhance and create western spadefoot habitat. Refine model to inform development of management and monitoring areas for toads.

• Prepare a regional coast newt monitoring plan with protocol and sampling design that can be conducted in the limited riparian areas of the county where this species occurs.

**Reptiles**

• Continue to monitor and enhance occurrences of previously translocated southwestern pond turtles at Sycuan Peak Ecological Reserve (Sweetwater watershed), Rancho Jamul Ecological Reserve (Otay watershed), and Wheatley Preserve (San Dieguito River watershed). Identify, manage, and translocate southwestern pond turtles to an additional site in the San Diego River watershed to build the population to sustainable levels.
Birds

- Continue to support management of cactus nurseries, **coastal cactus wren** habitat restoration, and fire management to protect cactus wren habitat in North and South County.
- Update the 2015 **coastal cactus wren** habitat conservation and management plan with recommendations from the 5-year cactus wren reproduction, foraging, and habitat study and expand to include all occurrences on conserved lands in the MSPA.
- Prepare a **coastal cactus wren** regional monitoring plan with sampling design, protocols and monitoring frequency. Continue to conduct surveys and assess habitat conditions on Conserved Lands in western San Diego County.
- In 2021 and 2022, prepare **golden eagle** monitoring and management plans. Include recommendations from the five-year comprehensive golden eagle movement, foraging, nesting, and genetics study.
- Prepare **southwestern willow flycatcher** monitoring plan and continue surveys along the San Luis Rey River and additional watersheds with the potential to support the species. Develop and implement management recommendations from the five-year reproductive monitoring study.
- Continue to provide technical support to implement priority management actions for the **western burrowing owl** as identified in the management plan completed in 2017.
- Working with partners, participate in the statewide **tricolored blackbird** survey effort to document presence/absence, estimate numbers, and characterize habitat. Prepare a tricolored blackbird management plan in coordination with land managers and other partners to enhance habitat and determine other management needs.
- Survey for breeding **northern harriers** and document breeding status, habitat, and threat conditions. Work with partners to prepare a northern harrier management plan.
- Coordinate with land managers to survey for breeding **loggerhead shrikes** and document habitat characteristics and threats.
- Work with wildlife agencies, species experts, and land managers to support monitoring and management actions for **western snowy plover**, with particular focus on improving the quality of beach habitats used by wintering plovers.
- Support recovery actions for **light-footed Ridgway’s rail**, including developing a monitoring plan, conducting a genetics study, continuing captive propagation efforts, and enhancing and restoring nesting habitat.

Mammals

- Support land managers in the implementation of priority management recommendations for roosts and foraging sites from the Bat Management Plan that includes specific measures for **Townsend’s big-eared bat** and **pallid bat**.
1.3  **Priority 1 Invertebrates Recovery**

The updated MSP has identified nine rare invertebrate species that could be entirely lost within San Diego County. Another two species are included as priorities for vegetation focused management (see Section 2.1 below). During 2021 and 2022, there are monitoring and management objectives for all 11 invertebrate species.

**Achievement Milestones FY 2021–2022**

- **Continue** [Hermes copper butterfly](#) monitoring and habitat assessments to document status and assess habitats and threats. Continue implementing translocations and monitoring effectiveness and develop best management practices for captive collection of eggs. Implement high-priority management actions from the management plan. Work with partners to develop and implement a monitoring plan that will track long-term status, habitat, and threats to this species.

- **Conduct** [Harbison dun skipper](#) host plant, adult, larval and hibernation surveys and habitat assessments. Implement high-priority management actions from the management plan.

- **Continue to support surveys for** [Quino checkerspot butterfly](#) and mapping the host plant distribution to develop a metapopulation model guiding development of a monitoring plan and identifying management opportunities to increase connectivity and enhance populations. Prepare a Quino Habitat Checkerspot butterfly monitoring plan and a management plan and implement high-priority actions. Develop and include in MSP Seed Collection, Banking, and Bulking Plan a section for Quino checkerspot forbs, and host plants and implement to restore habitat. Support U.S. Fish and Wildlife Service (USFWS) efforts to captive rear larvae and translocate to reestablish and augment wild populations.

- **Develop and begin implementing a** [Thorne’s hairstreak](#) monitoring plan based upon previous monitoring efforts in 2009–2012. Coordinate with updating of Tecate cypress maps and mortality assessment.

- **Support the wildlife agencies and partners in species recovery efforts for** [Laguna Mountain skipper](#). These include monitoring, collecting eggs from gravid females in the wild and lab, and establishing a translocated population in historic habitat on Laguna Mountain.

- **Prepare a section for surveying** [Crotch’s bumble bee](#) in the pollinator community monitoring plan. Implement surveys for this species in conjunction with pollinator community monitoring associated with coastal sage scrub, chaparral, and grassland vegetation monitoring.

- **Provide technical support to land managers for implementation of vegetation and species monitoring and management for vernal pool invertebrate species,** [San Diego fairy shrimp](#) and [Riverside fairy shrimp](#) (and western spadefoot toad where suitable conditions are present).
1.4 General Stressors and Threats Management

There are numerous existing and newly emerging threats in the San Diego region that need ongoing management for the long-term persistence of native species (see Vol 2 of MSP).

Achievement Milestones FY 2021–2022

- Provide technical support for the management of tern sites at Mission Bay Park to support successful breeding of California least tern. Work with wildlife agencies, land managers, and other partners to improve predator control, including identifying a place to temporarily house birds of prey removed from tern colonies.
- Provide technical support for the eradication of feral pigs in San Diego County.
- Implement high-priority management actions identified in the Invasive Animal Strategic Plan. Complete and implement an invasive animal database and early detection rapid response system.
- In collaboration with statewide efforts, continue to provide funding for shothole borer-Fusarium complex monitoring, management, and research and education to formulate and implement management actions. Include riparian bird community monitoring to document effects of shothole borer-Fusarium complex on breeding birds.
- Implement management actions based on the recommendations from the completed Argentine ant and urban runoff studies. Continue monitoring water flows and climatic data to inform the Aquatic Index of Biological Integrity. Prepare a comprehensive hydrology management plan.
- Provide technical assistance to model habitat suitability for MSP species under alternative future climate change scenarios. Conduct a spatially explicit vulnerability assessment of potential climate change impacts to Conserved Lands across the MSP area. Model response of animal occurrences to climate variability.

2.0 Promote Native Vegetation Communities.

2.1 Vegetation Community Monitoring and Recovery

Vegetation communities serve as habitat for priority plant and animal species and as surrogates for ecosystem health. Changes in the vegetation communities due to fires, invasive species, droughts, climate change, and other factors may be causing a landscape-level change to these communities.

Achievement Milestones FY 2021–2022

- Continue to develop and implement regional vegetation monitoring strategy to determine ecological integrity of coastal sage scrub, chaparral, and grassland in the San Diego region. Continue development and evaluation of the remote imagery and Lidar based ecological integrity landscape model to detect change in shrub and invasive grass cover over time. Complete and implement long-term monitoring plan for coastal sage scrub, chaparral, and grassland vegetation that includes surveying VF plant and animal species (11 rare plant species, Blainville’s horned lizard, Bell’s sparrow, grasshopper sparrow, San Diego black-tailed jackrabbit).
• Complete ecological integrity landscape model based on Lidar and remote imagery to identify levels of tree mortality over time for riparian and oak woodlands. Develop long-term oak woodland and riparian forest and scrub monitoring plan that includes sections for VF plant and animal species (two-striped garter snake, yellow-breasted chat) associated with these communities.

• Initiate development of a combined salt marsh, foredune, beach, salt pan, and coastal strand vegetation monitoring plan that includes sections for VF animal species (Coulter’s saltbush, southern tarplant, wandering skipper, Belding’s savannah sparrow). Prepare sections for surveying tiger beetles in this vegetation monitoring plan.

• Initiate development of a grazing monitoring plan and implement the study in collaboration with researchers, land managers and other partners to evaluate the use of grazing as a large-scale management tool. Assess effectiveness of grazing to reduce fire risk, control invasive non-native grasses and forbs and restore ecological integrity, and benefit MSP species in coastal sage scrub and grassland habitats.

2.2 Proactive Wildfire Planning and Management

Large wildfires in 2003 and 2007, plus more recent smaller wildfires, have severely impacted populations of key species identified as critical by the MSP and their habitats. Management action to reduce threats pre- and post-fire and during suppression need to be implemented.

Achievement Milestones FY 2021–2022

• Support preparation of a Fire Ignition Reduction Plan with specific recommendations to prevent wildfire ignitions affecting Conserved Lands in the MSP area.

• Develop a regional MSP Resource Avoidance Areas Map integrated into fire agencies’ Wildland Fire Decision Support Systems and preparation of Preserve Fire Management Plans for Conserved Lands.

• Support establishment of a Wildland Fire Resource Advisor Program for locally owned lands that integrates with federal and state programs.

2.3 Invasive Plant Species Management

Invasive plants pose a threat to existing native plants and increase the risk of wildfires by changing the natural ecosystem. In 2012, an Invasive Plant Strategic Plan was completed for managing invasive plant species in San Diego County.

Achievement Milestones FY 2021–2022

• Continue to work with the County of San Diego Department of Agriculture, Weights, and Measures to implement the Invasive Plant Strategic Plan Early Detection Rapid Response (EDRR) management for Level 1, 2, and 3 invasive plant species. Initiate work with invasive plant coordinator and contractor to implement regional management strategy for Oncosiphon piluliferum in priority areas, treatment of Level 3, 4 and 5 invasive plants at high-priority MSP species occurrences, retreatment of Arundo donax, and treatment of EDRR shrub and tree species that are difficult to treat.
2.4 Updated Vegetation Mapping

Vegetation mapping of the County is essential for tracking changes in vegetation cover on Conserved Lands through time. A vegetation classification system was developed, and a vegetation map was produced for western San Diego County in 2012, with further refinements in 2014.

Achievement Milestones FY 2021–2022

- Update regional vegetation mapping for the MSP Area using vegetation community classification established in the 2014 vegetation map.

2.5 Enforcement

Non-authorized use of the preserve system continues to cause impacts to MSP species and their habitats and increase the costs of habitat maintenance and restoration.

Achievement Milestones FY 2021–2022

- Support preserve managers and landowners in enforcement of unauthorized activities on open space lands. Work with local jurisdictions to evaluate and promote opportunities to work with local law enforcement staff similar to efforts completed in FY 2017–2018 with cities of San Diego and Carlsbad.

2.6 Preserve Level Management Plan Standardization

Integration of the MSP goals and objectives into preserve level management plans will provide better coordination between regional and preserve level data collection and MSP land managers management and monitoring efforts.

Achievement Milestones FY 2021–2022

- No milestones are included in the FY 2021–2022 Work Plan at this time.

2.7 Land Management Implementation (e.g., grants)

The EMP Land Management Grant Program has been an important source of funding for implementing management actions to benefit MSP species and their habitats in the San Diego region.

Achievement Milestones FY 2021–2022

- Develop a 10th cycle of land management grants, focusing on implementation of the MSP goals, leading to a request for proposals in FY 2021.

2.8 Emergency Land Management Fund

An Emergency Land Management Fund has been established for use in large-scale emergency situations impacting MSP species and their habitats and or which known management options are available.
Achievement Milestones FY 2021–2022

• Make $400,000 Emergency Land Management Fund available if needed.

3.0 Improve Wildlife Movement.

3.1 Wildlife Corridor and Linkages Monitoring

Species need to move to maintain population size and genetic diversity. In a landscape fragmented by urban development and linear infrastructure, restrictions to movement could result in a risk of extinction or extirpation.

Achievement Milestones FY 2021–2022

• Work with land managers to implement management actions based on the results of studies that evaluated the genetic connectivity of horned lizards throughout the MSP.

• Continue developing a long-term monitoring plan for mountain lions in the San Diego region to evaluate population trends. Collaborate with Orange and Riverside counties to improve regional connectivity. Implement high-priority actions to improve mountain lion connectivity identified in the mountain lion linkage assessments for San Diego County. Test deterrent methods to reduce livestock losses in areas of the County with high depredation pressures.

• Work with partners to develop and implement a regionwide camera monitoring strategy for wildlife connectivity and linkage function. Develop a quantitative linkage monitoring plan.

• Continue the study begun in 2014 to determine the locations and movement of American badgers in western San Diego County, assess habitat and threats, and examine ways to improve badger connectivity and reduce mortality. Prepare a specific management plan with recommendations for badger habitat management and for connectivity enhancement within the Management Strategic Planning Area.

• Continue to support and work with partners to implement the existing linkage improvement recommendations from previous studies at prioritized locations in San Diego County.

• Support local efforts to implement the State Route 94 and SR 67 Wildlife Infrastructure Plans.

• In 2021, prepare a monitoring plan to survey pollinator communities and assess ecological integrity of pollinator functions in coastal sage scrub, chaparral, forblands, and grasslands across the MSPA.

4.0 Promote Regional Coordination.

4.1 – 4.5 San Diego Management and Monitoring Program

The San Diego Management and Monitoring Program (SDMMP.com) was established by SANDAG in 2008 to provide a regionally coordinated, scientific approach to management and biological monitoring of rare plant and animal species on Conserved Lands in San Diego County. The SDMMP is the first program of its kind to help bring cities, counties, wildlife agencies, military, consulting firms, education, and non-profit entities together to develop and implement regional land management and biological monitoring objectives across NCCP boundaries. The SDMMP is fully funded by SANDAG and is embedded with the San Diego Field Office of the USGS. There are currently five positions in the
SDMMP, which include the Program Administrator, Management and Monitoring Coordinator, Senior Ecologist, Geographic Information System (GIS) Manager, and Data Manager.

Achievement Milestone FY 2021–2022

- Fund the following positions as needed: SDMMP Program Administrator, Management and Monitoring Coordinator, Senior Ecologist, GIS Manager, and Data Manager.
- Implement the updated MSP and all incorporated strategic plan elements (Connectivity, Fire, Monitoring).
- Support the SDMMP and stakeholders in MSP implementation by creating and managing GIS viewers, maps and map layers, webpage content, data analysis, and databases.
- Collaborate with the military and other regional conservation planning programs to promote intraregional and interregional habitat conservation planning in Southern California.
- Provide a quantitative and qualitative assessment on the status of regional management and monitoring efforts.
- Hold regular meetings with stakeholders to collaborate on regional management and monitoring projects.
- Provide regional science support and data analysis of regional management and monitoring data.
- Update and manage the Conserved Lands Database.
- Refine the output products of the regional database, increase availability of data sets to preserve managers, and provide preformatted data reports to interested stakeholders.
- Incorporate all data from regional biological assessments into the regional master occurrence database for analysis.
- Work with SANDAG and partners to develop regional metrics to track the health of the preserve system and present to the public.

4.6 Conserved Lands Database Management

The SDMMP has assumed management of the Conserved Lands Database under GIS Support.

Achievement Milestone FY 2021–2022

- Continue to update the Conserved Lands Database as more lands are acquired.

4.7 Administrative & Science Support

Achievement Milestone FY 2021–2022

- Provide regional science, technical support and data analysis of regional management and monitoring data and reports. Work with outside entity to develop regional metrics to track health of the preserve system and present to the public.
<table>
<thead>
<tr>
<th>A</th>
<th>B Strategic Goal</th>
<th>FY 20 Allocation</th>
<th>Proposed FY 21 Allocation</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Promote key sensitive species</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Rare and Endemic Plant Monitoring and Recovery</td>
<td>$375,000</td>
<td>$370,000</td>
<td>Continue to facilitate monitoring by local jurisdictions and contract a consultant to fill the gaps in monitoring for FY 2021. Continue funding for additional rare plant seed collection and willowy monardella hydrological assessments.</td>
</tr>
<tr>
<td>1.2</td>
<td>Vertebrate Monitoring and Recovery</td>
<td>$1,215,000</td>
<td>$622,220</td>
<td>Continue funding species habitat recovery.</td>
</tr>
<tr>
<td>1.3</td>
<td>Invertebrate Monitoring and Recovery</td>
<td>$80,000</td>
<td>$130,000</td>
<td>Continue to work with contractors on rare butterfly monitoring and management.</td>
</tr>
<tr>
<td>1.4</td>
<td>General Stressors and Threats Management</td>
<td>$50,000</td>
<td>$245,000</td>
<td>Continue to work with partners to implement the Invasive Animal Management Plan. Work with partners to tie urban runoff studies and the Aquatic Index of Biological Integrity to be consistent with MS4 permits.</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>$1,720,000</td>
<td>$1,367,220</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Promote native vegetation communities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1</td>
<td>Vegetation Community Monitoring and Recovery</td>
<td>$150,000</td>
<td>$57,464</td>
<td>Continue with regional vegetation monitoring protocol development and testing. Initiate the development and implementation of a grazing plan in coordination with land managers.</td>
</tr>
<tr>
<td>2.2</td>
<td>Pro-active Wildfire Planning and Management</td>
<td>$0</td>
<td>$0</td>
<td>No additional funding needed. Use of existing funds to continue the development of a Fire Ignition Reduction Plan; a regional Resource Avoidance Area Map integrated into fire agencies' Wildland Fire Decision Support Systems; and preparation of Preserve Fire Management Plans for Conserved Lands.</td>
</tr>
<tr>
<td>2.3</td>
<td>Invasive Plant Species Management</td>
<td>$200,000</td>
<td>$554,480</td>
<td>Continue to work with County of San Diego Agriculture to strategically reduce invasive species in the region. New funding of $220,000 for Arundo retreatment and treatment of difficult to treat EDRR (Levels 1, 2 and 3) at priority sites.</td>
</tr>
<tr>
<td>2.4</td>
<td>Updated Vegetation Mapping</td>
<td>$0</td>
<td>$0</td>
<td>No additional funding needed. Start vegetation mapping in FY 2022.</td>
</tr>
<tr>
<td>2.5</td>
<td>Enforcement</td>
<td>$0</td>
<td>$0</td>
<td>No additional funding needed. Use existing funding to continue to work with local jurisdictions to start multiple pilot efforts.</td>
</tr>
<tr>
<td>2.6</td>
<td>Preserve level management plan standardization</td>
<td>$0</td>
<td>$0</td>
<td>No additional funding needed.</td>
</tr>
<tr>
<td>2.7</td>
<td>Land Management Implementation (e.g., grants)</td>
<td>$600,000</td>
<td>$1,000,000</td>
<td>Develop a 10th cycle of land management grants for $2.4 million available to the regional land managers to implement management consistent with MSP goals and objectives, leading to a request for proposals in FY 2021.</td>
</tr>
<tr>
<td>2.8</td>
<td>Emergency Land Management Fund</td>
<td>$0</td>
<td>$0</td>
<td>No additional funding needed.</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>$950,000</td>
<td>$1,611,944</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Improve wildlife movement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1</td>
<td>Wildlife Corridor and Linkages Monitoring</td>
<td>$100,000</td>
<td>$192,978</td>
<td>Continue to work with partners to implement regional wildlife movement monitoring using motion cameras. Increased funding recommendation by $20,000 to support CDFW continued radio tracking of mountain lions for regional connectivity and monitoring plan development.</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>$100,000</td>
<td>$192,978</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Promote regional coordination</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Program Administrator</td>
<td>$0</td>
<td>$0</td>
<td>No additional funding needed. Redistribute $200,000 from existing budget to Strategic Goal 4.7 Administrative Science and Support to fund additional support for biological services.</td>
</tr>
<tr>
<td>4.2</td>
<td>Management &amp; Monitoring Coordinator</td>
<td>$155,000</td>
<td>$75,604</td>
<td>Continue to work under existing contracts for FY 2021.</td>
</tr>
<tr>
<td>4.3</td>
<td>Biologist</td>
<td>$225,000</td>
<td>$204,531</td>
<td>Continue to work under existing contracts for FY 2021.</td>
</tr>
<tr>
<td>4.4</td>
<td>GIS Support</td>
<td>$292,000</td>
<td>$203,283</td>
<td>Continue to work under existing contracts for FY 2021.</td>
</tr>
<tr>
<td>#</td>
<td>Strategic Goal</td>
<td>FY 20 Allocation</td>
<td>Proposed FY 21 Allocation</td>
<td>Comments</td>
</tr>
<tr>
<td>-----</td>
<td>----------------------------------------</td>
<td>------------------</td>
<td>---------------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>4.5</td>
<td>Database Development and Support</td>
<td>$278,000</td>
<td>$269,440</td>
<td>Continue to work under existing contracts for FY 2021.</td>
</tr>
<tr>
<td>4.6</td>
<td>Conserved Lands Database Management</td>
<td>$0</td>
<td>$0</td>
<td>No additional funding needed.</td>
</tr>
<tr>
<td>4.7</td>
<td>Administrative &amp; Science Support</td>
<td>$280,000</td>
<td>$75,000</td>
<td>Continue to work under existing contracts for FY 2021. Work with an outside entity to develop regional metrics to track the health of the preserve system and present to the public. Provide regional science, technical support and data analysis of regional management and monitoring data and reports.</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>$1,230,000</strong></td>
<td><strong>$827,858</strong></td>
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<tr>
<td></td>
<td><strong>TOTAL FUNDING STRATEGY</strong></td>
<td><strong>$4,000,000</strong></td>
<td><strong>$4,000,000</strong></td>
<td></td>
</tr>
</tbody>
</table>
Executive Director Delegated Actions

Overview
Various Board Policies require the Executive Director to report certain actions to the Board of Directors on a monthly basis or upon taking specified actions.

Delegated Actions

**Investment Transactions:** SANDAG Board Policy No. 003 states that a monthly report of all investment transactions shall be submitted to the Board. Attachment 1 contains the reportable investment transactions for September 2020.

**Budget Modifications:** SANDAG Board Policy No. 017 authorizes the Executive Director to enter into agreements currently not incorporated in the budget and to make other budget modifications in an amount of up to $300,000 per transaction, so long as the overall budget remains in balance. The actions taken since the last Board meeting are reflected in Attachment 2.

**Legal Matters:** SANDAG Board Policy No. 008 authorizes the Office of the General Counsel or outside counsel to file documents and make appearances on behalf of the agency in court proceedings.

In the matter of Anna Avenue Associates v. SANDAG (Superior Court Case No. 2018-00000231), the following actions were taken by Best & Krieger on behalf of SANDAG:

- On September 10, 2020, filed a Motion for Legal Ruling re Drainage Improvements and a supporting Declaration.
- On September 25, 2020, filed a Reply and Notice of Non-opposition to Motion for Legal Ruling re Drainage Improvements.
- On September 30, 2020, filed a Notice of Motion and Motion for Legal Ruling re Drainage Improvements, Memorandum of Points and Authorities in Support of Motion for Legal Ruling, a [Proposed] Order Granting San Diego Association of Government’s Motion for Legal Ruling re Drainage Improvements, and supporting Declaration.

In the matter of Carole Anne Quinn v. SANDAG (Superior Court Case No. 2018-00009866), the following actions were taken by Bremer Whyte Brown & O’Meara on behalf of SANDAG:

- On September 25, 2020, filed a Response to Separate Statement of Material Facts in Opposition to Pedal the Cause San Diego Motion for Summary Judgment, and a supporting Memorandum of Points and Authorities.
- On October 2, 2020, filed a Reply to Opposition, a Response to Additional Material Facts, a Response to Evidentiary Objections, and Objections to Evidence in support of a to a Motion for Summary Judgment.

**Action: Information**
In accordance with various Board Policies, this report summarizes delegated actions taken by the Executive Director since the last Board of Directors Business meeting.

**Fiscal Impact:**
Thirteen securities reached maturity for a total of $28.6 million, and four securities were purchased for $22.5 million, providing approximately $6.1 million of liquidity to the agency.
Right-of-Way: SANDAG Board Policy No. 017, Section 4.15, authorizes the Executive Director to execute all right-of-way property transfer documents, including rights of entry, licenses, leases, deeds, easements, escrow instructions, and certificates of acceptance. The list below reflects the approved documents for this reporting period.

<table>
<thead>
<tr>
<th>No.</th>
<th>Address</th>
<th>Nature of Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Intersection of Balboa Avenue and Morena Boulevard, San Diego, CA; SDG&amp;E</td>
<td>Easement</td>
<td>9/14/2020</td>
</tr>
</tbody>
</table>

Inland Rail Trail Project – Capital Improvement Project No. 1223023

<table>
<thead>
<tr>
<th>No.</th>
<th>Address</th>
<th>Nature of Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Section of Oceanside Boulevard and Melrose Drive, Oceanside, CA; Walmart Stores, Inc.</td>
<td>Quitclaim Deed; Release of Temporary Construction Easement</td>
<td>9/14/2020</td>
</tr>
</tbody>
</table>

Schedule Extensions: SANDAG Board Policy No. 035 authorizes the Executive Director to approve requests by grantees for project schedule extensions of up to six months.

The delegated action to report to the Board for this reporting period is summarized below:

<table>
<thead>
<tr>
<th>Contract</th>
<th>Grantee</th>
<th>Project</th>
<th>Extension (in Months)</th>
<th>From</th>
<th>To</th>
<th>Amendment Execution Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>5005829</td>
<td>Peninsula Shepherd Center</td>
<td>Out and About Senior Transportation Program</td>
<td>6</td>
<td>1/1/2022</td>
<td>6/30/2022</td>
<td>9/8/2020</td>
</tr>
</tbody>
</table>

COVID-19 Grant Amendments

On April 10, 2020, the Board authorized the Executive Director to approve requests by grantees for project schedule extensions of up to 12 months related to COVID-19 delays.

The delegated actions to report to the Board are summarized below:

<table>
<thead>
<tr>
<th>Contract</th>
<th>Grantee</th>
<th>Project</th>
<th>Extension (in Months)</th>
<th>From</th>
<th>To</th>
<th>Amendment Execution Date</th>
</tr>
</thead>
</table>

Reason for the delays and why the delays were unavoidable:

Due to COVID-19 social distancing and other health related protocols, this project has moved at a much slower pace since the last progress meeting as the City has been required to adapt to a new social environment. This project inherently requires continuing interface with staff and stakeholders. Due to these reasons and the challenges to coordinate outreach efforts for this project, it will take longer to complete upcoming key project milestones.
Ability for grantees to succeed in the extended timeframe:

The City has completed some of the project milestones and is continuing to advance the project. This schedule extension will allow the City to make up for time already lost due to COVID-19, and it provides some additional time to conduct the outreach goals of the project. It also allows additional time to close the project and grant documents with SANDAG.

Hasan Ikhrata, Executive Director

Key Staff Contact: Kimberley Monasi, (619) 699-6902, kimberly.monasi@sandag.org

Attachments: 1. September 2020 Investment Securities Transactions Activity
2. September 2020 Budget Transfers and Amendments
## MONTHLY ACTIVITY FOR INVESTMENT SECURITIES TRANSACTIONS
### SEPTEMBER 1 THROUGH SEPTEMBER 30, 2020

<table>
<thead>
<tr>
<th>Transaction Date</th>
<th>Security/Coupon/Maturity Date</th>
<th>Par Value</th>
<th>Original Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BOUGHT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>09/10/2020</td>
<td>INTL BK 1.625% 3/09/21</td>
<td>$6,000,000.00</td>
<td>$6,041,514.00</td>
</tr>
<tr>
<td>09/10/2020</td>
<td>F H L M C  M T N 0.270% 9/14/23</td>
<td>5,500,000.00</td>
<td>5,496,700.00</td>
</tr>
<tr>
<td>09/28/2020</td>
<td>F H L M C 0.350% 3/29/24</td>
<td>5,000,000.00</td>
<td>5,000,000.00</td>
</tr>
<tr>
<td>09/28/2020</td>
<td>F F C B DEB 0.300% 3/28/24</td>
<td>6,000,000.00</td>
<td>5,995,500.00</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL BOUGHT:</strong></td>
<td>$22,500,000.00</td>
<td>$22,533,714.00</td>
</tr>
<tr>
<td><strong>MATURED</strong></td>
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<td>09/04/2020</td>
<td>CATERPILLAR FINL MTN 1.850% 9/04/20</td>
<td>$1,465,000.00</td>
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<td><strong>TOTAL MATURED:</strong></td>
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<td><strong>NO REPORTABLE SECURITIES FOR THIS MONTH</strong></td>
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### SEPTEMBER / OCTOBER 2020 BUDGET TRANSFERS AND AMENDMENTS

#### in ‘000s

<table>
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<tr>
<th>PROJECT NUMBER</th>
<th>PROJECT NAME</th>
<th>CURRENT BUDGET</th>
<th>NEW BUDGET</th>
<th>CHANGE</th>
<th>EXPLANATION</th>
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<td>1146500</td>
<td>Bridge 257.2 Replacement Project</td>
<td>$4,774.0</td>
<td>$3,415.8</td>
<td>($1,358.2)</td>
<td>Transferred Federal funds and local match from the Bridge 257.2 Replacement Project to Del Mar Bluffs IV for an emergency construction change order. This transfer was approved by the NCTD board of directors at its July 16, 2020, meeting.</td>
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<td>1146100</td>
<td>Del Mar Bluffs IV</td>
<td>$6,181.5</td>
<td>$7,539.7</td>
<td>$1,358.2</td>
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<td>9000100</td>
<td>Board of Directors</td>
<td>$559.5</td>
<td>$503.5</td>
<td>($56.0)</td>
<td>Transferred funds for litigation expenses for legal action related to the 6th Cycle Regional Housing Needs Assessment Plan.</td>
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<td>3100400</td>
<td>Regional Plan Implementation</td>
<td>$665.4</td>
<td>$721.4</td>
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Meetings and Events Attended on Behalf of SANDAG

Board of Directors members participated in the following meetings and events on behalf of SANDAG. Key topics of discussion are also summarized.

**October 5-7, 2020: National Association of Regional Councils Board of Directors Meeting**
San Diego, CA

Mayor Ron Morrison attended the virtual National Association of Regional Councils Board of Directors meeting as the SANDAG representative. Board members discussed COVID-19 relief efforts and economic recovery.

*Hasan Ikhrata, Executive Director*

Key Staff Contact: Francesca Webb, (619) 977-9294, francesca.webb@sandag.org

**Action: Information**
Board members will provide brief reports orally or in writing on external meetings and events attended on behalf of SANDAG.
Appointment of Nominating Committee for SANDAG Board Officers

Article V, Section 3 of the SANDAG Bylaws sets forth the annual nomination and election process for SANDAG Board Officers. The process calls for an application form for the Chair and Vice Chair positions to be made available on the SANDAG website in or around July, and for applications to be submitted within 30 days. The following applications for 2020 Board Officer positions were received:

- Chair – Encinitas Mayor Catherine Blakespear
- Vice Chair – National City Mayor Alejandra Sotelo-Solis

In accordance with the Bylaws, each September the SANDAG Chair appoints up to a six-person Nominating Committee that includes representatives from the six subregions. The Nominating Committee shall not, however, include Board members from jurisdictions that have applicants for the Chair or Vice Chair position on the Board of Directors. The Nominating Committee is responsible for reviewing the applicants for the Board Officer positions and recommending a slate of nominees to the Board of Directors in or around November. In accordance with the Bylaws, Chair Steve Vaus has appointed the following Nominating Committee:

- Coronado Mayor Richard Bailey (South County)
- El Cajon Mayor Bill Wells (East County)
- Escondido Mayor Paul McNamara (North County Inland), Nominating Committee Chair
- Solana Beach Councilmember David Zito (North County Coastal)
- Council President Georgette Gomez (City of San Diego)
- Supervisor Jim Desmond (County of San Diego)

Steve Vaus, Chair, SANDAG Board of Directors

Key Staff Contact: Victoria Stackwick, (619) 699-6926, victoria.stackwick@sandag.org
Regional Electric Vehicle Charger Rebates: CALeVIP San Diego County Incentive Project

Overview

One of the commitments of the 2015 Regional Plan was for SANDAG to establish an incentive program for public Electric Vehicle (EV) chargers as a greenhouse gas (GHG) emissions reduction measure in the Sustainable Communities Strategy (SCS), and as a GHG mitigation measure in the Environmental Impact Report (EIR).

SANDAG has partnered with the San Diego County Air Pollution Control District (APCD) and California Energy Commission’s (CEC’s) California Electric Vehicle Infrastructure Project (CALeVIP) to launch a new incentive for the region called the San Diego County Incentive Project (SDCIP). This opportunity will make EV charger installations easier and more affordable for businesses, commercial properties, multifamily residences, and local government facilities throughout the county. Properties serving disadvantaged and low-income communities are eligible for additional savings.

The SDCIP website went live on August 26, 2020, and rebate applications will be accepted online beginning October 27. Several pre-launch resources are now available.

Key Program Components

SDCIP will be a first-come, first-served rebate project for public and workplace Level 2 chargers and Direct Current Fast Chargers (DCFC). Level 2 (standard) chargers are common for home, workplace, and destination charging where someone parks for two or more hours. DCFC chargers support quick stops of about 30 minutes and are common for ride-hail services and people driving long trips that seek to recharge during a break and continue driving. See Attachment 1 for more about EVs in the region.

Eligible applicants can apply for up to $80,000 per DCFC and up to $6,000 per Level 2 charger. With a three-year incentive budget of about $21.7 million, this project is expected to help fund approximately 1,100 Level 2 chargers and 250 DCFCs in the San Diego region. See Table 1 for the program budget.
Table 1. SDCIP Three-Year Budget

<table>
<thead>
<tr>
<th>Level 2 Charger Funds (SANDAG/APCD)</th>
<th>DCFC Funds (CEC)</th>
<th>Total Budget for Incentives¹</th>
<th>CSE Project Administration and Tech. Assistance</th>
<th>Total 3-Year Project Budget</th>
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<tbody>
<tr>
<td>$5.9 million²</td>
<td>$15.8 million³</td>
<td>$21.7 million</td>
<td>$1.7 million⁴</td>
<td>$23.4 million</td>
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</table>

1. 25% of the incentive budget is reserved for installations in disadvantaged communities and low-income communities.
2. SANDAG and APCD funding will be allocated on an annual basis; SANDAG estimates $1.5 million/year and APCD $465K/year for incentives for first three years. SANDAG will seek partnerships opportunities to co-fund future project years.
3. CEC will provide a one-time budget allocation of $15.8 million for DCFC incentives.
4. CSE is the statewide administrator for CALeVIP; project administration fee was determined through a competitive procurement by CEC and equals 7% of incentive budget. Additional SANDAG budget added for bilingual translation and technical assistance including EV Expert, workforce training, and permit streamlining.

On October 6, 2020, the CALeVIP project administrator and local non-profit, Center for Sustainable Energy (CSE), hosted a SDCIP pre-launch webinar that provided information on rebate amounts by charger type, eligible site types, and how to apply. Based on local stakeholder input, SANDAG is working with CSE to provide additional tools and technical assistance for EV readiness efforts that will help make the incentive project a success. A permit streamlining webinar for local governments is scheduled for October 20 and a workforce training webinar for electricians and electrical contractors is October 22 to support charger installations. Through CSE, SANDAG has committed to providing continued support to local governments on permit streamlining and bringing local training opportunities to electricians to obtain the Electric Vehicle Infrastructure Training Program certification. Technical assistance for participants is available through the CALeVIP SDCIP email at: msdc-calevip@energycenter.org.

Additional Background Information

In addition to the SCS and EIR measures calling for SANDAG to establish a regional EV charger incentive project, the EIR also required SANDAG to commit $30 million from 2020-2050 to achieve the GHG reductions. SANDAG received a Caltrans Sustainable Communities Planning Grant in 2018 to develop a regional incentive project. SDCIP serves as the first phase of SANDAG’s Regional Plan commitment.

In May 2019, the Board of Directors adopted Resolution No. 2019-17 to collaborate with the CEC, APCD, and CSE on the development and implementation of a joint regional EV charger rebate project under CALeVIP. In August 2019, the CEC held a public workshop at SANDAG and announced that the San Diego region was selected as a CALeVIP project for 2020, with SANDAG and APCD as partners, and CSE as the project administrator.

In September 2019, the Board approved the establishment of OWP No. 3502000 for the regional EV charger program, with a budget of $9 million for FYs 2020-2025. SDCIP partners have committed budgets for three years to start, and SANDAG will seek to continue partnerships with state and local co-funders for future program years.

In March 2020, the County Board of Supervisors approved a Memorandum of Understanding between SANDAG and APCD to partner on the regional charger program under CALeVIP. In April, SANDAG contracted with CSE for SDCIP program administration and implementation. The CEC allocated its budget for SDCIP directly to CSE.

SANDAG is also collaborating with San Diego Gas & Electric (SDG&E), the County of San Diego, APCD, and other regional stakeholders on a new initiative called Accelerate to Zero Emissions: A Collaboration to Combat Air Pollution through Transportation Electrification. See Attachment 2 for more information.
Next Steps
SDCIP presentations will be given to stakeholder groups leading up to the project opening on October 27, 2020. News about project participation and future SDCIP events will be available on the SDCIP website. Instructions for applying for the rebate are available now at SDCIP.

Hasan Ikhrata, Executive Director
Key Staff Contact: Susan Freedman, (619) 699-7387, susan.freedman@sandag.org
Attachments: 1. SANDAG InfoBits Electric Vehicles in the San Diego Region
2. Information Sheet: Accelerate to Zero Emissions Collaboration
Electric Vehicles and Charging Stations

Electric vehicles (EVs) are catching on with consumers and play a big role in the state of California’s plans to cut greenhouse gas (GHG) emissions. With 1.5 million zero-emission vehicles expected on California roads by 2025, and a goal for 5 million by 2030, there is a massive demand for new charging stations.

Converting to Electric Vehicles

**EVs come in two types...**

- **Battery electric vehicles (BEV)** runs entirely on electricity
- **Plug-in hybrid electric vehicles (PHEV)** have both an electric battery and a gas engine

Benefits of Driving an Electric Vehicle

- Switching to an EV typically reduces fuel costs by half
- Reduced air pollution and GHG emissions
- Lower maintenance costs, including no oil changes
- Increased energy independence by reducing imported fossil fuels and increasing renewable electricity sources

Consumer Incentives

- **Clean vehicle rebates** up to $4,500 per EV purchased

- **HOV lane access stickers** Solo EV drivers can use carpool lanes

- **Federal tax credits** up to $7,500

- **SDG&E EV rates** Pay lower rates for vehicle charging

Infrastructure Programs

- **Regional EV Charger Rebate Program** SANDAG, State, and County partners will launch a public charger incentive program in 2020 under CALeVIP

- **SDG&E** SDG&E will complete the installation of approximately 3,000 charging ports in the near future

1. Rebates based on type of clean vehicle purchased and income eligibility requirements. Applicants with low-to-moderate household incomes are eligible for increased rebate amounts.

2. Once a manufacturer’s EV sales exceed 200,000, the available tax credit for that manufacturer enters a phase out period.
The region and the state are poised for a rapid expansion of EV technology in the next five years. The San Diego region currently is home to about 35,000 EVs, with that number expected to grow to more than 110,000 by 2025. Statewide, the total number of EVs is expected to grow from about 600,000 to 1.5 million in the same time frame. State goals strive for 5 million vehicles on the roads by 2030. There are over 1,500 public charging outlets in the region right now, and that number will likely need to grow by a factor of seven to meet state and regional goals in 2025. Statewide, the number of public charging outlets will need to expand from 20,000 today to 100,000-150,000 in 2025 to satisfy expected growth in EVs and charging demand.

For more information, call (619) 699-1950 or email: pio@sandag.org

1. Numbers do not include in-home charging.
ACCELERATE TO ZERO EMISSIONS
A Regional Collaboration to Combat Air Pollution through Transportation Electrification

OUR CHALLENGE
Transportation is the leading cause of greenhouse gas (GHG) emissions and air pollution in the San Diego region.

- Electric vehicles (EV) produce no tail-pipe emissions and contribute to a clean transportation future
- We must accelerate EV adoption and infrastructure investments to support our climate change goals

OUR VISION
Meet and exceed ambitious state goals through EV adoption and infrastructure investments.

Together we can accomplish more, and position the San Diego region as the national leader in EV adoption.

The Accelerate to Zero Emissions Collaboration will:

- Develop and implement an EV Strategy
- Attract public and private investments to the region and maximize the effectiveness of regional charger deployments
- Develop programs that enable residents, businesses, and public agencies to purchase EVs and install chargers
- Encourage equitable access to EVs and charging infrastructure for all San Diegans

GREENHOUSE GAS INVENTORY FOR SAN DIEGO REGION, 2012

Graphs showing the distribution of GHG emissions by category (Energy, Passenger Cars & Light-Duty Vehicles, Heavy-Duty Trucks and Vehicles, Other Transportation, Other) and the goals for future years (Electric Vehicle Goals, Charger Goals).

Graphs illustrating the projected growth in electric vehicles and chargers from 2014 to 2030, with specific targets for 2025 and 2030.

Sponsor logos from SANDAG, SDGE, and Sempra Energy are also included.
THE SOLUTION

The Accelerate to Zero Emissions Collaboration will develop and implement an EV Strategy that exceeds state goals and positions the region as the national leader on EVs by:

- Encompassing a holistic strategy that includes light duty, medium duty, and heavy duty EVs and infrastructure
- Evaluating existing conditions, and goals, and mapping out how best to leverage resources among participating agencies
- Preparing a Needs Assessment, which includes infrastructure and vehicles gap analysis and current challenges such as permit process, funding, etc.
- Establishing goals and metrics for 2025 and 2030
- Providing regional role recommendations and responsibilities

CALL TO ACTION

Join the Accelerate to Zero Emissions Collaboration and be a part of the solution:

1. **Collaborate** with local jurisdictions, regional agencies, utilities, and other key stakeholders:
   - Stakeholder commitment to support the Accelerate to Zero Emissions Collaboration
     - Establish a Steering Committee of active participants to drive EV Strategy development
     - Include broader participation from Accelerate to Zero Emissions champions and advisors that support regional transportation electrification goals

2. **Create** a unified vision for clean transportation in the San Diego region:
   - Develop an EV Needs Assessment and EV Strategy
   - Encourage programs and policies that support Climate Action Plans, general plans, and the Regional Plan

3. **Connect** outside public and private investment opportunities to accelerate regional clean transportation efforts:
   - Engage state and federal agencies and industry on the Accelerate to Zero Emissions Collaboration
   - Convene resources and expertise of a broad reach of stakeholders to create a comprehensive EV Strategy for the region

2020
- Form Collaboration
- Complete Needs Assessment

2021
- Develop EV Strategy

2022
- Implement EV Strategy
2020 Census Complete Count Outreach

Overview

For more than 200 years, the U.S. Census Bureau has counted residents 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.

In June 2019, the SANDAG Chair approved the establishment of the 2020 Census Complete Count Stakeholder Working Group to oversee the development and execution of a 2020 Census Strategic Plan and Implementation Plan.

Key Considerations

The State of California dedicated $187 million for Census outreach statewide. SANDAG administered $1.56 million for the San Diego region. SANDAG staff worked with the 2020 Census Complete Count Stakeholder Working Group to develop a Strategic Plan to distribute funding to the local jurisdictions to conduct Census outreach, provided data and mapping resources to support identification of hard to count communities, administered contracts for outreach efforts, and monitored implementation of the Strategic Plan.

While the U.S Census Bureau administered the questionnaire, the outreach effort raised awareness so that residents would be more likely to self-respond when receiving invitations to do so, particularly in hard to count communities. These communities include people without broadband internet access because the census was completed online for the first time. Children under the age of five also are historically undercounted. Individuals with limited English proficiency are another group that are hard to count. The goal was to ensure that everyone was counted once in the right place.

Responses to the U.S. Census stopped being collected on October 15, 2020. The self-response rate countywide (73.7%, as of October 14) surpassed the rate in 2010 (68.0%), an indication that outreach was successful, particularly given the challenges of getting the message out during the pandemic when in person strategies were not permitted.

Attachment 1 summarizes the local strategies undertaken to raise awareness of the 2020 Census and lessons learned for the San Diego region. The 2020 Census Complete Count Stakeholder Working Group is scheduled to review this report at its October 21, 2020, meeting. Any comments received will be shared with the Board at its October 23, 2020, meeting.

Action: Approve

The 2020 Complete Count Census Working Group recommends that the Board of Directors approve the 2020 California Census Final Report for submission to the California Complete Count – 2020 Census Office.

Fiscal Impact:

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

SANDAG budgeted resources for FY 19 through FY 21 budgets, which were offset through the administrative overhead allowable under the state funding guidelines.

Schedule/Scope Impact:

This coordination of 2020 Census outreach for the San Diego region concludes with the completion of this final report.
Next Steps

Pending approval by the Board, the 2020 California Census Final Report for the San Diego region will be submitted to the California Complete Count – 2020 Census Office. This action also concludes the work of the 2020 Census Complete Count Stakeholder Working Group.

Hasan Ikhrata, Executive Director

Key Staff Contact: Darlanne Hoctor Mulmat, (619) 699-7326, darlanne.mulmat@sandag.org
Attachment: 1. 2020 California Census Final Report
FINAL REPORT

General Information

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<th>October 2020</th>
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<tr>
<td>Responsible Person / Title</td>
<td>Darlanne Hoctor Mulmat, Regional Census Data Center Manager</td>
</tr>
<tr>
<td>Contact Person / Title</td>
<td>Darlanne Hoctor Mulmat, Regional Census Data Center Manager</td>
</tr>
</tbody>
</table>
| Address | San Diego Association of Governments  
401 B Street, Suite 800  
San Diego, California 92101 |
| Email / Phone | darlanne.mulmat@sandag.org  
619-699-7326 |

Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the U.S. Census Bureau's operational adjustments?

Goals and Objectives

The goal of the strategic and implementation plans was to conduct outreach, particularly in the communities least likely to respond, in order to achieve a complete 2020 Census count throughout the San Diego region. The following objectives were designed to achieve this goal.

- Increase awareness that the 2020 Census is happening and convey the importance of participating by amplifying census messaging through signage, presentations by elected officials, notices in newsletters and other communications, and personal outreach at community centers and during special events.
- Increase access to online census submission by establishing questionnaire assistance centers/kiosks (QAC/QAKs) in trusted spaces (e.g., libraries, resource centers).

Due Date: November 16, 2020
• Increase response rates through real time monitoring followed by direct outreach in areas with low rates.

These objectives were established to help count the hard-to-count (HTC) population in the San Diego region by increasing the quantity of 2020 Census messages in HTC communities and the number of places that the census could be completed. Further, direct outreach in areas with low response rates put scarce resources in the locations most in need.

Operational Adjustments

Despite restrictions related to the pandemic, the original goals and objectives remained. Operationally, there was a slight pause in March while awaiting guidelines and transitioning from original work plans. Depending on the originally scheduled activity, it was either able to move forward (e.g., digital strategy), postponed/canceled, or moved to an online platform for virtual engagement.

Strategies from the original plan that continued and were enhanced included the following.
• Expanding the scope of digital communications through texting/phone banking, eblasts, and social media campaigns (e.g., Twitter, Facebook, and Instagram).
• Leveraging regular communications (e.g., agency newsletters, mailers such as sample ballots, integrating census messaging into COVID-19 briefings and press conferences, agency website and subsites).
• Distributing fliers and posting signage/banners (e.g., schools, city halls, community and senior centers, grocery stores, health centers, mobile home parks), particularly in high traffic areas and hard-to-count neighborhoods.
• Adapting outreach in reaction to self-response rates as reported by the Census Bureau (e.g., targeted mailers to areas with low response rates, as well as areas with a high preponderance of vacation properties).

In addition, the following innovative tactics were developed.
• Holding virtual experiences through Facebook Live and Zoom-styled meetings (e.g., virtual town halls, happy hours).
- Organizing car caravans through hard-to-count neighborhoods with low response rates.

- Creating and promoting videos (e.g., Storytime Shorts library series, which included census messaging) and clips of community members sharing the importance of completing the census.

- Leveraging distribution sites (e.g., for food, library books, diapers) and COVID-19 testing locations as venues for messaging (e.g., signage, fliers, food packaged in census tote bags), provision of census branded materials (e.g., shopping bags, t-shirts, pens, activity kits for children), and drive through options for completing the census questionnaire. Many of these sites were in hard-to-count communities.

- Utilizing locations that remained operational to the public for outreach. For example, Community Resource Centers in Oceanside, strategically based in ethnically diverse communities and aligned with the identified hard to reach communities, continued operations throughout the pandemic. Staff were provided census materials and trained to educate people regarding the census. The Wi-Fi availability and connectivity were increased at these sites to allow them to operate as kiosks.

- Locating e-trailers in high traffic areas (e.g., shopping centers) within low responding census tracts, moving them based on changes in response rates, and customizing the language according to the community (e.g., Spanish, Tagalog/Filipino) as it is moved.

- Providing swag bags with census branded materials to students in virtual summer camps and reading programs.

- Partnering with schools that have a high hard-to-count population for census branded book giveaways.
Developing individual toolkits with plug and play content to make it easy for multiple parties (i.e., elected officials, military and veteran’s organizations, community organizations, and colleges/universities) to share with key target audiences in the hard-to-count communities that included blog posts, social media copy with recommended visuals, Count Me 2020 logos, posters, links to additional census resources, and (for elected officials) town hall and meeting script.

Utilizing word of mouth tactics

Launching a census themed library online Summer Learning Challenge.

With the closure of libraries and community centers, which had been targeted for QAC/QAKs, alternatives such as the following were identified and implemented:

Utilize public service desks that remained open
• Provide on-site support for completing the census at Carlsbad Head Start preschool programs (within public health guidelines and social distancing protocols)
• Locate mobile questionnaire assistance outdoors (e.g., in front of rural libraries, grocery stores, other trusted locations in the community)
• Program all library WiFi sessions to automatically open to the census website and maintain WiFi access, though the doors were closed to the public, allowing access from outside the building

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner’s operations

Partnerships were key throughout all phases of outreach (i.e., education, motivation, activation, and non-response follow-up). Collaboration was planned from the outset and became even more important when the pandemic shut down in person outreach. As Figure 1 shows, SANDAG and the Count Me 2020 Coalition worked closely together (signified by the arrow linking the two groups that administered State funding) to ensure alignment in work and share updates between jurisdictions, elected officials, community-based organizations (CBOs), philanthropy, and unfunded groups dedicated to promoting census participation.
Additionally, sub-regional collaborative groups formed to share ideas and work together through monthly meetings. These groups pooled ideas and resources to eliminate overlap and fill any identified gaps, as well as enjoyed a bit of friendly competition regarding response rates.

- East County: El Cajon, La Mesa, Lemon Grove, and Santee
- North County: Carlsbad, Encinitas, Escondido, Oceanside, San Marcos, and Vista
- South County: Chula Vista, Imperial Beach, and National City

What hindered the operations?

Bureaucratic constraints produced the following challenges that impacted all phases of outreach.

- Delayed designation of SANDAG as the administrator of the San Diego County funding allocation, resulting in a restricted timeline for planning and conducting the outreach.
- Restricted membership of the CCC due to SANDAG’s policies for forming committees and working groups, concentrating decision making in six members representing SANDAG sub-regional areas with advisory membership for sectors (e.g., Count Me 2020 Coalition, K-12, education, tribal governments), and no other options for a seat at the table for interested and engaged members of the community. All interested individuals were members of the Count Me 2020 Coalition mitigating this constraint, but sections of meetings were duplicative.
• Constrained conversation during CCC meetings because the CCC was established as a working group subject to the Brown Act because funding allocation decisions were part of the group’s responsibilities. That is, public comments were restricted to three minutes at the most with no give and take toward resolution of issues raised on the spot, which would have been helpful given the tight timeline for accomplishing the work.

The timing of the release of branding from the State was relatively late in the process. As a result, some agencies created their own individual campaigns with diverse messaging. Cost could have been reduced and a more cohesive campaign with unified messaging resulted if branding would have been provided earlier in a format that could be adapted to individual agencies.

The public health crisis brought on by COVID-19 produced staffing constraints. Personnel were required to focus on issues related to the pandemic (e.g., implementing new safety guidelines for services, finding food, assisting with unemployment, facilitating access to health services or COVID testing, and in some cases connecting to housing). One agency used Census funding to obtain an experienced consultant to handle census outreach, while agency staff focused on the pandemic response. Other agencies experienced furloughs for part-time employees shifting workload to remaining staff, who conducted outreach during personal time to ensure that the work got done. The capacity to fulfill administrative functions (e.g., reporting details of outreach completed) was severely constrained.

Closures of public facilities, senior centers, and other community centers limited the ability to assist individuals lacking broadband computer access for completing the census questionnaire.

Changing timelines from the federal government created uncertainty, making it difficult to manage budgets so that outreach could continue through the end of the Census period, as well as requiring extra work to correct dates on printed materials.

Some jurisdictions experienced challenges working with U.S. Census Bureau staff. Communication was not always clear, with Census Bureau staff coordinating directly with community partners without including city staff, which led to confusion and duplication of meetings or communication. Interaction across the Census Bureau hierarchy was not always clear. For example, for the homeless count, jurisdictions were required to provide homeless encampment site information to multiple groups of Census Bureau employees, none of whom were familiar with the other. This duplication of effort occurred throughout the outreach process (i.e., education, activation, motivation, and non-response follow-up).

Further, not all Census Bureau employees were bilingual in Spanish, which is a necessity in many portions of the San Diego region’s hard-to-count communities. Some Census Bureau staff lacked proficiency in public speaking and comfort in conducting outreach, which impacted the success of outreach events in which Census Bureau staff participated. Further, some jurisdictions found it challenging to
schedule services from Census Bureau staff because they were occupied with activities in nearby cities.

**Contracted partner’s outreach**

What outreach tactics worked well?

The education and motivation phases provided a strong foundation when the pandemic hit because census messages had been widely broadcast (e.g., social media, door-to-door canvassing, direct mail, presentations to community groups (e.g., parenting programs for Spanish speaking families), and in person events such as street fairs, Tamale Festival, Noche Mexicana, Senior Expo, Pride at the Beach, Coffee with a Cop, Oktoberfest, Multicultural Festival Día de los Muertos, Heritage Park Chili Cook-Off, South Bay Harbor Fest, other festivals, Christmas tree lighting, La Posada, Christmas parades, Toys for Tots, other holiday events, job fairs, Martin Luther King service project, LGBTQ town hall, and farmers markets).

Further, previously planned mailings continued without disruption and were perhaps more effective as people sheltered at home.

Internally, within some agencies, there was support across departments, as well as from elected officials (e.g., city councilmembers and mayor wearing census t-shirts and/or face coverings).

The availability of personal protective equipment (i.e., masks, shields, and floor markers) allowed community resource centers to continue operation with staff.
available to remind residents about the importance of the census and provide access to completing the questionnaire online or by phone.

The ability to redirect funding toward different opportunities that were more suitable during a global pandemic was helpful. SANDAG and the United Way (the ACBO/Count Me 2020 lead) were responsive to questions and connected partners to numerous opportunities and trainings, based on guidance from the California Complete Count – 2020 Census Office Regional Program Manager.

The following tactics were effective alternatives to previously planned in-person events.

- Contracts with local CBOs to distribute door hangers in affordable housing complexes and other hard-to-count neighborhoods, since traditional canvassing was not appropriate
- Census caravans that paraded through hard-to-count communities with prominently displayed census messaging
- Mobile questionnaire assistance (e.g., at swap meet, in rural communities)
- Bilingual outreach videos by elected officials that played on local channels and agency’s website
San Diego Association of Governments

- Media communications, such as bus shelter ads, newspaper advertisements, and social media
- Collaboration with food distribution sites (e.g., food banks, schools, senior food program, emergency food assistance program, Food 4 Kids Backpack Program) for information dissemination in English, Spanish, Mandarin, Arabic, Tagalog and Vietnamese

**Food distribution**

- Distributing census branded giveaways/swag (e.g., tote bags, t-shirts, hand sanitizer, facemasks) attracted residents to events. Facemasks and hand sanitizer were particularly effective since they are items that hard-to-count communities desperately needed. Facemasks and t-shirts became walking advertisements after events.

In addition, the week of action campaign (July 6-10) that included a comprehensive digital campaign with the San Diego Union Tribune was effective. The campaign involved homepage takeovers on both English and Spanish websites, targeted programmatic display ads, and dedicated eblasts to encourage local residents to complete their census questionnaires. ZIP codes with the lowest responding census tracts and highest hard-to-count indexes were targeted. The campaign generated more than 1.3 million impressions and more than 6,800 clicks to the 2020Census.gov and 2020Census.gov/es websites.
What hindered the outreach?

The inability to connect with people in person due to COVID-19 restrictions was a big roadblock to implementing the plan as designed with all planned events being canceled/postponed starting in mid-March and the possibility of opening census kiosks eliminated (i.e., due to library branch, county and city facility, and community center closures, as well as in person events with mobile kiosks). Many members of the hard to count population prefer face-to-face interaction, which required innovations to fill the gap (e.g., car caravans, drive through events).

The Statewide Outreach and Rapid Deployment (SwORD) tool and the associated Region 10 dashboard were valuable resources. If all organizations had access without a login from the beginning, information would have been available in a timelier manner rather than having to wait for the monthly CCC or Count Me 2020 meetings.

The late release of State branding, messaging, and toolkits resulted in duplication of effort, where similar materials were created locally with messaging/branding that did not match/align. It has been said by marketing experts that a message needs to be received seven times to make an impact. If the materials were consistent, the desired impact likely could have been realized sooner.

There was a need to have a regionwide system to document events planned and activities completed. SwORD could have played this role if it was less cumbersome to use and all has access without a login.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

Beyond the previously mentioned challenges and changes related to the pandemic, the San Diego region also was impacted by the civil unrest related to the social justice issues. There was extensive damage to the La Mesa city hall, police station, and other buildings, which temporarily impacted the ability of city staff to perform outreach-related tasks temporarily.

Further, the cities of El Cajon and San Diego delegated authority to the United Way to apply for their funding allocation available through SANDAG. This process provided an efficient method for leveraging CBOs already working in these cities through the Count Me 2020 Coalition, funded through the United Way (the ACBO). Data highlighting hard-to-count communities based on the index developed by the California Complete Count – 2020 Office was reviewed. This information was overlaid with the CBOs working in these areas at risk of being undercounted (i.e., areas with a hard-to-count index of 70 or above) to ensure adequate coverage, resulting in funding for 24 CBOs working in these hard-to-count neighborhoods.
However, there was no unified effort for each city. Since the focus was on hard-to-count communities, not city boundaries, it could be argued that a cohesive citywide approach was not necessary. However, the City of San Diego seemed less satisfied with City staff doing unfunded outreach. The City of El Cajon, on the other hand, was unable to provide a liaison once the pandemic began due to multiple staffing changes. The Count Me 2020 Coalition was free to direct funding and outreach based on the needs of the community.

In the end, the response rates in both cities surpassed their 2010 numbers. As of October 2, 2020, 73.8% self-responded in the City of San Diego (compared to 69.3% in 2010) and in El Cajon the rate was 73.3% (compared 66.0%), indicating a successful result.

4) For county and ACBO partners, what was the county (or region’s) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

The 2020 self-response rate for the San Diego region surpassed the rate in 2010 (68.0% reached on July 22, 2020). Every incorporated city in the region reached or exceeded the 2010 rate except for Del Mar, which may be due to owners of vacation homes not realizing that they need to respond indicating that the residence was not occupied on April 1, 2020. As of October 6, the 2020 response rate was 73.7.

Updates on response rates were regularly provided to all stakeholders through eblasts, as well as presentations during the 2020 CCC Stakeholder Working Group meetings and Count Me 2020 Virtual Town Halls. These presentations included data summaries and maps showing outreach activity locations overlaid on response rates to identify gaps and shift outreach to areas with low response.

For example, self-response rates in rural areas were among the lowest in the San Diego region. Library closures due to the pandemic may have left residents with only phone or print options to complete the census questionnaire and with less overall exposure to census messaging. The San Diego County Library and senior serving organizations worked with rural school districts and CBOs to increase awareness in those areas.

In addition, the ability to complete the census from your phone or computer was probably another contributor to the achievement of this self-response rate.
5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the census questionnaire.

Partnerships with CBOs was particularly advantageous due to their established relationships and existing communication channels with the community. They had the trust of residents, particularly among the hard-to-count population.

U.S. Census Bureau Partnership Specialists were key collaborators from the beginning. During the education phase, they made presentations throughout the community (e.g., event booths, libraries, affordable housing complexes, senior centers, Head Start preschools, city committees, city councils, and other community groups). Even during the pandemic, they were able to provide one-on-one Mobile Questionnaire Assistance at drive through meal and book programs, as well as other outdoor locations.

Some jurisdictions (e.g., City of Carlsbad) partnered with maintenance crews in affordable housing complexes to deliver doorhangers and census magnets to each residence. Given that these individuals were members of the community, they were probably trusted more than strangers performing the same function, resulting in an educated and motivated hard-to-count population.

San Diego County Library staff drew from established community contacts within school districts and CBOs, as well as other County departments, such as Aging & Independence Services (AIS) and the County of San Diego Registrar of Voters. As previously mentioned, census branded summer learning kits were provided to food distribution sites in school and community spaces, and to seniors enrolled in meal delivery programs throughout the County. Kits and activity books were made available in a variety of languages spoken throughout the region, including Tagalog, Farsi, Arabic, Spanish, and Vietnamese. The activity kits and giveaway books also were provided to the Count Me 2020 Coalition and affiliated CBOs.

Finally, outreach to the homeless in preparation for the Census Bureau’s Service Based Enumeration and Targeted Non-Sheltered Outdoor Location operations would not have been possible without the support of service agencies.
6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Count Me 2020 Coalition</strong></td>
<td>Census collateral and promotional items (e.g., retractable banners, barcode stickers linking directly to census website, tote bags, t-shirts, pens, and personal protective equipment (PPE)), trusted messengers, printing customized fliers</td>
</tr>
<tr>
<td><strong>National Association of Latino Elected Officials (NALEO)</strong></td>
<td>Bilingual volunteers, census collaterals (e.g., baby onesies used in activity kits for children 0-5)</td>
</tr>
<tr>
<td><strong>Census Bureau staff</strong></td>
<td>Education, one-on-one assistance with questionnaire completion via mobile devices, census materials (e.g., informational fliers, tote bags, backpacks, water bottles, lanyards, church fans, pens, and face coverings)</td>
</tr>
<tr>
<td><strong>Offices of elected officials</strong></td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td><strong>Affordable housing complex managers</strong></td>
<td>Building trust with residents and distribution of materials</td>
</tr>
<tr>
<td><strong>Community Resource Centers</strong></td>
<td>Distribution of materials, education, computer or phone access to complete the census questionnaire</td>
</tr>
<tr>
<td><strong>School districts</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>Libraries</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>Father Raymond Moore Hall, Showers of Blessings</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><strong>Church of the Advent</strong></td>
<td>Distribution of materials and high internet access for census questionnaire completion</td>
</tr>
<tr>
<td><strong>Police Homeless Outreach Team</strong></td>
<td>Distribution of materials</td>
</tr>
<tr>
<td><em><em>MAAC</em> Project Head Start Preschools</em>*</td>
<td>Distribution of materials, education</td>
</tr>
<tr>
<td><strong>Oceanside Housing &amp; Neighborhood Services</strong></td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td><strong>MainStreet Oceanside</strong></td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td><strong>Oceanside Library</strong></td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td><strong>Oceanside NAACP</strong></td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td><strong>National Latino Research Center</strong></td>
<td>Broadcast census messaging, participate in events</td>
</tr>
<tr>
<td><strong>Interfaith Community Services</strong></td>
<td>Distribution of materials, education</td>
</tr>
<tr>
<td>Partner</td>
<td>Contributions</td>
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<td>----------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Lemon Grove Heal Zone</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>Alliance San Diego</td>
<td>Phone banking and car caravans (the first in San Diego) by trusted messengers in several languages, including ASL</td>
</tr>
<tr>
<td>Bayside Community Center</td>
<td>Verifying census participation and provision of Count Me 2020 collateral at food distribution centers, hosting direct call in lines for census support in Spanish and Vietnamese (a partnership with the Census Bureau), publicizing call in lines during food distributions (e.g., K-12, seniors, on site), and educating/informing institutions with the Linda Vista Collaborative</td>
</tr>
<tr>
<td>Karen Organization of San Diego</td>
<td>Creating and distributing videos in Karen language targeting refugees from Burma regarding importance of census participation, what to expect in the mail, and census 2020 timeline.</td>
</tr>
<tr>
<td>Majdal Community Center</td>
<td>Eblasts reminding local Iraqi, Syrian, Kurdish, Afghan, Chaldean, and Latino communities to complete the census with follow-up text messages</td>
</tr>
<tr>
<td>Paving Great Futures</td>
<td>Outreach to Latinos, African Americans, Asian Americans/Pacific Islanders, Native American and Tribal communities, and Middle and Eastern/Northern Africans, including immigrants and refugees, former offenders, senior citizens, and other economically disadvantaged populations during the Martin Luther King Day celebrations</td>
</tr>
<tr>
<td>The San Diego LGBT Community Center (The Center)</td>
<td>Leveraging social media (Facebook and Instagram) accounts in English and Spanish with targeted census messaging to different viewership through posts and Instagram stories, maintaining contact through weekly e-newsletter, conducting high volume phone banking, and targeting specific hard-to-count geographic areas through texting.</td>
</tr>
<tr>
<td>Think Dignity</td>
<td>Delivery of census messaging to the homeless community through distribution of Dignity and Menstrual Kids, hygiene bags at Shower Services, and masks.</td>
</tr>
<tr>
<td>Partner</td>
<td>Contributions</td>
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<tr>
<td>Union of Pan Asian Communities (UPAC)</td>
<td>Outreach through Vietnamese and Chinese community leaders, VietNewsTV, Chaldean Radio, phone banking to Filipino, Latino, and Chaldean seniors, food bank distributions, social media, and translations.</td>
</tr>
<tr>
<td>Chula Vista Community Collaborative</td>
<td>Outreach events and educational activities, census booths with promotoras, presentations at community centers and English Learner Advisory Committee (ELAC)/Parent-Teacher Association (PTA) meetings, “Cafecitos” at Family Resource Centers (FRCs), census social media posts, train “Census Ambassadors”, post banners and messaging at FRCs, give out fliers and giveaways, answer questions and phone calls regarding census</td>
</tr>
<tr>
<td>Imperial Beach Neighborhood Center</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>SunCoast Coop</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>St. James Plaza</td>
<td>Outreach to seniors</td>
</tr>
<tr>
<td>Vista Community Clinic</td>
<td>Lead outreach effort</td>
</tr>
<tr>
<td>Poder Popular Community leaders</td>
<td>Community volunteers to communicate census messages to residents</td>
</tr>
<tr>
<td>Churches</td>
<td>Distribution of materials</td>
</tr>
<tr>
<td>Grocery stores</td>
<td>Signage, distribution of materials, location for mobile questionnaire assistance</td>
</tr>
<tr>
<td>Laundromats</td>
<td>Signage, distribution of materials</td>
</tr>
<tr>
<td>Various vendors</td>
<td>Mailings, collateral (e.g., masks, t-shirts)</td>
</tr>
<tr>
<td>Loma Media</td>
<td>Develop marketing materials (i.e., stickers, t-shirts, window signs, and door hangers)</td>
</tr>
</tbody>
</table>

*Metropolitan Area Advisory Committee on Anti-Poverty*
7) **Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?**

Census information was provided in English and Spanish throughout the region. Bilingual staff were present at events and coordinated with Spanish language media. Signs, fliers, banners, and promotional materials (e.g., coloring books, swag) included Spanish and English. In addition to the above, collateral and paid media was translated into 12 required languages.

The 24 CBOs working in the cities of El Cajon and San Diego provided services in Arabic, Chaldean, Chinese (Mandarin), Farsi, Japanese, Russian, Tagalog (Filipino), Vietnamese, ASL, Arakan, Acholi, Amharic, Bangla, Bembe, Burmese, Cantonese, Chin, Creole, Dari, Dinka, Ethiopian, French, Hindi, Hmong, Ilocano, Kachin, Karama, Kazigwa, Karen, Karenni, Kinyarwanda, Kirundi, Kurdish, Lingala, Laotian, Luganda, Luo, Madi, May-May, Native Hawaiian, Nepali, Nuer, Nyanja, Oromo, Pashto, Persian, Punjabi, Rohingya, Samoan, Shan, Somali, Swahili, Tigrinya, Thai, Urdu, Zande, and Zigula (as well as English and Spanish).

One of the greatest success to reach individuals in their native language was the Refugee Census Hub led by Partnership for the Advancement of New Americans (PANA). The Refugee Census Hub was compromised of 15 organizations serving 31 different language communities. PANA supported in-language phone banking to reach more than 40,000 identified MASA/MENA contacts across San Diego County.

Mailings included multiple languages based on the areas targeted (e.g., English, Spanish, Tagalog, Arabic, Mandarin).
Activity kits and giveaway books were provided in multiple languages (e.g., English, Tagalog, Farsi, Arabic, Spanish, and Vietnamese. San Diego County Library online videos and the Summer Learning Challenge were made available in Spanish and English. Summer learning activity books were created in English, Spanish, Farsi, and Arabic.

The Census Bureau translated materials and their phone line was relied upon when lacking access to translators proficient in a needed language (based on cue card specification).

With respect to outreach to people with disabilities, some locations remaining open during the pandemic were ADA accessible and provided assistance with questions regarding the census or even guided them through the questionnaire (e.g., Chula Vista Community Collaborative).

8) Please share a story(s) of how your work has made a difference to census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

**Overall**

The collaboration between the Count Me 2020 Coalition and SANDAG produced great synergy among the CBOs and jurisdictions where efforts were built upon rather than working in isolation, particularly with respect to data analysis and review, as well as leveraging communications strategies and teams.

The following stories were provided by the agencies receiving State funding administered through SANDAG.

**City of Carlsbad**

It is estimated that almost five percent of Carlsbad’s population lives at or below the poverty line; and children are often hardest hit in this scenario. As such, outreach targeted two Head Starts to ensure that this precious group of residents was identified and counted. Federal funding for preschool programs like Head Start is based on the census count. Head Start encourages school readiness for children in low-income families by offering educational, nutritional, health, social, and other services. It provides a critical service to low-income families in our community. Funding is based on the census count.
City of Escondido
Relying on trusted messengers produced positive results. We had people tell us that they felt safe completing the census because they knew us.

City of Oceanside
The City of Oceanside has experienced the negative impact of a complete count since the 2010 census. Prior to 2010, Oceanside received close to $2 million in federal funding. Since the 2010 census, funding decreased to $1.1 to $1.2 million. As the population has increased, the disconnect between funding and population has widened. We understand the importance of being counted and the impact on the community over the long term: less assistance and resources to our residents desperately in need.

City of Imperial Beach
When COVID-19 began there was a shortage of masks for the general public. The City used census funds to purchase 1,000 masks with the “Imperial Beach Counts, Census 2020” logo/message and distributed these through food distributions and churches. With these masks, the City was able to continue promoting the census while assisting community members who needed masks to stay safe during the pandemic.
San Diego County Library

- **Census 2020 Website Automatically Loads on all County Library Public Computers:** San Diego County Library’s IT department configured all library public PCs to auto launch the online census form on 2020census.gov for the entire self response period.

- **March Count Me 2020 Celebrations:** While over 30 events were planned, the few that were held prior to the COVID-19 shutdown were well attended.

- **Census Kiosks Go Live at 33 Library Locations:** In early March, 33 San Diego County Library branches and 2 bookmobiles were outfitted with materials for self-response census kiosks. These kiosks were available through the March 17, 2020 closure of the library branches due to the pandemic. In September 2020, kiosks remained available when the library opened for limited in-person services.

- **Census Kiosk Kickoff Hosted by Supervisor Cox at Bonita Library:** San Diego County Library collaborated with the Office of Supervisor Greg Cox to host a Census Kiosk Kickoff Press Conference at the Bonita-Sunnyside Library [media coverage](#). Speakers included: Supervisor Greg Cox, State Attorney General Xavier Becerra, County Library Director Migell Acosta, Chula Vista Collaborative CEO Margarita Holguin, and Angelica Davis of the City of Chula Vista and chair of the 2020 CCC Stakeholder Working Group. Partners from SANDAG and the Count Me 2020 coalition also participated in this event.

- **Census Branded Activity Kits:** San Diego County Library received reports that the census activity kits for youth were much appreciated because they included age-appropriate books, materials in many languages, and bold messaging about the census.

- **Quotes:**
  
  “I talked to an adult customer about the impact of the census, and she was shocked to learn about the value of the count and how it affects our region. She told me she would “tell her friends” and make sure they are all counted!” – Laura Mendez, Lemon Grove Library

  “There was a lot of interest in census jobs. Our outreach tabler has often had a line of people waiting for her before she arrives and is frequently having to dash
back and forth from her table to the computer lab to help people with their applications.” – Jake Sexton, La Mesa Library

“I presented at a business breakfast for Supervisor Greg Cox. Approximately 80 business leaders and community leaders in the South Bay learned about County census efforts and how they can engage their local partners to promote census participation.” – Liz Vagani, Santee Library

“We have 8 future dates booked in our community room for census training.” – Angie Snyder, Ramona Library

“Very positive response and experience for census presenters at the First Wednesday concert, so much so that it will be repeated in March and was to be so in April until they cancelled.” – Gabriel Aguirre, Cardiff-by-the-Sea Library

“The City of Imperial Beach is happy to be partnering with us.” - June Frost, Imperial Beach Library

9) Please add any suggestions for the 2030 census efforts, including timelines.

Staffing
• For the County of San Diego, hire/designate a specific staff member to coordinate census outreach efforts across the agency, manage state grant funds, and facilitate cross-departmental and community collaboration.
• Mobile questionnaire assistance with paid Census Bureau staff is an optimal way to use library spaces.

Funding
• Provide state funding again to local governments to enable a robust messaging and outreach campaign. The self-response rates achieved in 2020 (higher than 2000 and 2010) are evidence that this investment makes a difference.
• Allow and support regional pre-planning efforts for lead agencies to meet, plan, and strategize.
• Financially incentivize census completion for residents.

Timelines
• Allocate and award funding so that partners have the money in hand at least two years out.
• If a timeline is extended, stick to it.
San Diego Association of Governments

**Reporting**
- Provide reporting templates and timelines prior to launch of project to allow partners to understand scope of work and what/who will be needed to implement the project work.

**Implementation Planning Workshops**
- Hold workshops well in advance of the census but on a timeline that works with the region or county and is planned with the region or county and with ample time to ensure it is an effective event.

**Communications/Media**
- Provide communication strategy, roll out, and access to materials, prior to regional and county funding allocation that is accessible without a login.
- Distribute social media campaigns at the beginning of outreach efforts so they can be scheduled to post months in advance.
- Create social media posts that are editable so they can be customized to the local community.
- Coordinate bus ads regionwide to assist with cost negotiations for the advertising space for the entire outreach period (education, motivation, activation, and non-response follow-up).

**Collateral**
- Pre-select one vendor for promotional materials to save time and money.

**Regional /County Partnerships**
- Designate a single lead agency for each region in order to decrease duplication of meetings and align reporting efforts.
- Provide overarching guidelines to structure each region with flexibility in funding to meet regional needs.

**Tools**
- Build on strengths of SwORD, especially the dashboards.
- Develop a form system that is easy for all levels of technical savvy, especially beginners (e.g., does not rely on Excel worksheets) to edit, upload/download, and effectively view and analyze coverage of activities in target census tracts.
- Create an ongoing list of activities and responses by audience (e.g., attendance, impressions) from all outreach partners statewide. Using this information, activities with high levels of success (e.g., large attendance) could be promoted and disappointments discouraged across the state.
Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the census work and achievements.

a) SwORD uploads of completed activities

The bulk uploader spreadsheet was use by all partners and submitted to SANDAG on a monthly basis, upon which the data were uploaded to SwORD.

b) Updated list of subcontractors (NOTE: All of the following are related to the outreach in the cities of El Cajon and San Diego.)

- ACCE Institute
- Alliance San Diego
- API Initiative
- Bayside Community Center
- Casa Familiar
- Connecting Hope CDC
- Engage San Diego a project of The San Diego LGBT Community Center
- Environmental Health Coalition
- International Rescue Committee
- Karen Organization of San Diego
- Lao Community Cultural Center
- Majdal Community Center a project of Islah Reparations Project
- Mid-City CAN a project of Mission Edge San Diego
- Nile Sisters Development Initiative
- Partnership for the Advancement of New Americans (PANA)
- Paving Great Futures
- San Diego Organizing Project (SDOP)
- San Diego Urban Warriors Inc.
- Somali Family Service of San Diego
- The Chicano Federation
- The San Diego LGBT Community Center (The Center)
- Think Dignity
- Union of Pan Asian Communities (UPAC)
- YMCA of San Diego County, Childcare Resource Service
c) Evaluations or analytical reports: See Appendix A

d) Sample products: See Appendix B

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.
City of Carlsbad Social Media Metrics

Facebook

As the 2020 federal census approaches, the California State Auditor’s Office is seeking applicants for the 2020 Citizens Redistricting Commission. The 14-member commission will redraw the boundaries of the congressional, state senate, state assembly and State Board of Equalization districts so they reflect the state’s population. The open application period begins June 10 and will run through Aug. 9. http://ow.ly/upJx30ohAUV

1,959 People Reached
23 Engagements
It's your civic duty, participate in the 2020 Census!

#2020Census #CaliforniaForAll #BeCounted
census.ca.gov
Carlsbad City Library
October 25, 2019

Be a part of the Census 2020. Join us for a free workshop today (Oct. 25) from 3 to 5 p.m. at the Library Learning Center. Drop in and learn why your response to the census matters and how you can make extra money while helping your community. Bilingual census workers are always needed. Learn more at www.2020census.gov/jobs.

1,765 People Reached 48 Engagements

Colla Aznar
Want to know more about the upcoming 2020 Census? Learn more here: https://www.carlsbadca.gov/services/depts/housing/census.asp

2020 Census PSA: Census Made Simple (2:20)
This video combines five PSAs into one easy-to-understand story about th…
We are excited to announce that we’ve partnered with the U.S. Census Bureau to support the 2020Census! As a partner, we’ll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit 2020census.gov.
We are excited to announce that we’ve partnered with the U.S. Census Bureau to support the #2020Census! As a partner, we’ll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit 2020census.gov.

Performance for Your Post

1,666 People Reached

5 Likes, Comments & Shares

5 Likes

1 Comment

0 Shares

14 Post Clicks

1 Photo View

3 Link Clicks

10 Other Clicks

NEGATIVE FEEDBACK

3 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts.
City of Carlsbad - Official

February 3 at 11:54 AM

Kids count! The most undercounted age group in 2010 was children 0-3 years old. U.S. Census Bureau wants to make sure everyone is counted in the #2020Census! This count affects the allocation of funding for our community’s public resources (e.g., roads, hospitals, schools), how we plan for the future, and our voice in government. Find out more: https://loom.ly/XV6agFQ

Performance for Your Post

1,704 People Reached

4 Likes, Comments & Shares

4 Likes
0 Comments
0 Shares

10 Post Clicks

4 Photo Views
2 Link Clicks
4 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post
0 Hide All Posts
0 Report as Spam
8 Unlike Page

Reported stats may be delayed from what appears on posts.
Every family counts.

Performance for Your Post

1,599 People Reached
5 Likes, Comments & Shares

5 Likes
0 Comments
0 Shares

5 Post Clicks
1 Photo Views
2 Link Clicks
2 Other Clicks

NEGATIVE FEEDBACK
3 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts.
Census data helps policymakers make decisions.
By April 1, all homes will receive an invitation to participate in the 2020 Census. The best way to avoid a follow-up visit from a census taker is to fill out the 2020 Census questionnaire online, by phone or by mail as soon as you receive your invitation to participate. https://census.gov/2020census
Count down to Census Day with us!

Tomorrow is Census Day!
Pledge to complete the 2020 Census.

U.S. Census Bureau
March 31

One day until Census Day!
Join us and pledge to complete the 2020 Census for your community, for healthcare, for schools, for what matters most to you. Complete the census at 2020CENSUS.GOV.

3,274 People Reached
14 Comments 5 Shares

Performance for Your Post

3,274 People Reached

22 Reactions, Comments & Shares

13 Likes
13 On Post
0 On Shares

1 Loves
1 On Post
0 On Shares

3 Comments
5 On Post
0 On Shares

6 Shares
6 On Post
0 On Shares

124 Post Clicks

16 Photo Views
33 Link Clicks
75 Other Clicks

NEGATIVE FEEDBACK
4 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reports and comments may be removed from what appears on these.
Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted Carlsbad: https://my2020census.gov...
You still have time to complete the Census online or fill out one of the mailers you have gotten. Remember, the 2020 Census will determine congressional representation, inform hundreds of billions in federal funding every year, and provide data that will impact communities for the next decade. Locally, it could affect the boundaries of our City Council districts. Please make sure you are counted Carlsbad! https://2020census.gov/
#Census2020

California Census
April 0 -

The Census Week data is in! So far, 46.1% of California households have self-responded to the Census (an estimated over 6 million households). California has

See More

5,545 People Reached
324 Engagements
Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted Carlsbad! www.my2020census.gov

Performance for Your Post

4,616 People Reached

18 Reactions, Comments & Shares

10 Likes
10 On Post
0 On Shares

1 Angry
1 On Post
0 On Shares

0 Comments
8 On Post
0 On Shares

1 Shares
1 On Post
0 On Shares

77 Post Clicks

7 Photo Views
7 Link Clicks
63 Other Clicks

NEGATIVE FEEDBACK

6 Hide Post
1 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts.

Take the Census today and make sure our region gets the money to support healthcare, parks, roads, and social services. The Census is safe, secure, confidential, and easy to complete. www.my2020census.gov #SanDiegoCounts

Performance for Your Post

6,715 People Reached

26 Reactions, Comments & Shares

10 Likes
11 On Post
8 On Shares

1 Love
1 On Post
0 On Shares

3 Comments
0 On Post
3 On Shares

3 Shares
3 On Post
0 On Shares

36 Post Clicks

6 Photo Views
7 Link Clicks
24 Other Clicks

NEGATIVE FEEDBACK

4 Hide Post
6 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts.
Take the Census today and make sure our region gets the money to support healthcare, parks, roads, and social services. The Census is safe, secure, confidential, and easy to complete. www.my2020census.gov #SanDiegoCounts

Performance for Your Post

3,720 People Reached
8 Reactions, Comments & Shares

- 6 Likes
- 1 Comment
- 1 Share

27 Post Clicks
- 5 Photo Views
- 3 Link Clicks
- 19 Other Clicks

NEGATIVE FEEDBACK
- 6 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.

Performance for Your Post

3,221 People Reached
23 Reactions, Comments & Shares

- 10 Likes
- 2 Comments
- 3 Shares

41 Post Clicks
- 8 Photo Views
- 10 Link Clicks
- 23 Other Clicks

NEGATIVE FEEDBACK
- 2 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.
August 6

City of Carlsbad - Official...

Have you completed your Census yet? We're looking at you! The Census is an easy 8 question survey that will help your family and our community for years to come. Your voice matters! Everyone counts! 2020census.gov

We're looking at you!

#EVERYONECOUNTS

3,255 People Reached
98 Engagements

Wendy Twed, Alfredo Cooen and 7 others
3 Comments 4 Shares

391 3-Second Video Views
1,782 Estimated Reach
383 Unique Viewers
14 Post Engagement
Women, 35-44 Top Audience
California Top Location

3,255 People Reached
15 Liked
4 Comments
4 Shares
74 Post Clicks
13 Photo Views
5 Link Clicks
56 Other Clicks

Like Comment Share
It is not too late to complete the 2020 Census! Check out the ways you, your friends, and your family members can fill out the Census today: 9 easy questions! Everyone counts. https://zoom.ly/6p27Jsc

DO THE CENSUS TODAY!

Takes just a few minutes!

3,499 People Reached
49 Engagements

Althea Green, Gail Tullao and 6 others
3 Shares

Performance for Your Post

3,690 People Reached

12 Likes, Comments & Shares

10 Likes
0 Comments
2 Shares

5 Post Clicks

7 Photo Views
6 Link Clicks
15 Other Clicks

NEGATIVE FEEDBACK

4 Hide Post
0 Report as Spam
1 Like All Posts
0 Unlike Page

Reported stats may be delayed from what appears on posts.
THREE WAYS TO RESPOND TO THE CENSUS TODAY!

Visit my2020census.gov

Call 844-330-2020

Respond by mail

California Census 2020
August 31

Have a few minutes to spare? Complete your Census TODAY! Luckily, you have three ways to respond:

- Open up your computer and visit my2020census.gov
- Pick up...
- See More

3,094 People Reached
22 Engagements

Michelle Solovine Eaton, Dave Veldt and 2 others 3 Shares

Performance for Your Post

3,094 People Reached

7 Likes, Comments & Shares

4 Likes
4 On Post
9 On Shares

0 Comments
0 On Post
9 On Shares

3 Shares
3 On Post
9 On Shares

15 Post Clicks

6 Photo Views
3 Link Clicks
7 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post
0 Report as Spam
0 Hide All Posts
0 Unlike Post

Repeated stats may be deleted from what appears on posts.
Hey Carlsbad help us shape the future! We are still looking to connect with some of you to complete your Census. We've had a great turn out so far, but we still need a final push to finish strong. It's easy, secure and only takes 10 minutes to complete. https://census.gov/2020census
City of Carlsbad - Official
September 14 - ⏳
It's not too late! Please complete the Census now Carlsbad!

THREE WAYS TO RESPOND TO THE CENSUS TODAY!

Visit my2020census.gov
Call 844-330-2020
Respond by mail

California Census 2020
August 31 - ⏳

Have a few minutes to spare? Complete your Census TODAY! Luckily, you have three ways to respond:

- Open up your computer and visit my2020census.gov
- Pick up...
- See More

1,835 People Reached
26 Engagements

Suzanne Genda 1 Comment 1 Share

Performance for Your Post

1,835 People Reached

4 Likes, Comments & Shares

1 Like 1 On Post 0 On Shares
2 Comments 2 On Post 0 On Shares
1 Share 1 On Post 0 On Shares

22 Post Clicks

3 Photo Views 2 Link Clicks 17 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.
City of Carlsbad - Official

September 21

Time is running out to take the Census and make a difference in your community! Take a few minutes to complete the Census — it's safe, secure and drives critical dollars into programs for our children, education and health care systems. Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today! #EveryoneCounts #CaliforniaForAll #2020Census

Performance for Your Post

3,023 People Reached

7 Likes, Comments & Shares

7 Likes
0 Comments
0 Shares

14 Post Clicks

4 Photo Views
4 Link Clicks
6 Other Clicks

NEGATIVE FEEDBACK

5 Hide Post
0 Report as Spam
1 Hide All Posts
0 Unlike Page

Reported stats may be delayed from what appears on posts
Complete your census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to www.2020census.gov or call 844-330-2020.

YOUR FAMILY COUNTS
Make sure your family is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education and our health care. Your voice matters! Complete your Census today by visiting my2020census.gov or call 844-330-2020.

YOUR FAMILY COUNTS
Make sure they get COUNTED
Online: my2020census.gov
or call
English: 844-330-2020
Spanish: 844-468-2020

2,984 People Reached
17 Engagements
Boost Post

Maureen Goffitz, Pj Webbe and 3 others
1 Comment

Like
Comment
Share

Performance for Your Post
2,659 People Reached
8 Likes, Comments & Shares

7 Likes
7 On Post
0 On Shares

1 Comments
1 On Post
0 On Shares
0 Shares
0 On Post
0 On Shares

8 Post Clicks
1 Photo Views
2 Link Clicks
6 Other Clicks

NEGATIVE FEEDBACK
5 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts
Library Facebook
Instagram

September 24

carlsbadcagov Complete your census today! Do it for your family, friends, community, and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to www.2020census.gov or call 844-330-2020. #2020Census #CountMeIn #WeCounted #standupandbeCounted #EveryoneCounts

Twitter

U.S. Census Bureau @uscensusbureau - Dec 26, 2019
Do you have questions about the #2020Census? Watch our latest PSA to learn more.

2020 Census PSA: What is the 2020 Census? (30)
This short video explains the importance and purpose of the 2020 Census. This questionnaire records every...
https://youtube.com
City of Carlsbad, CA @carlsbadcagov - Jan 22
We are excited to announce that we’ve partnered with the @uscensusbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit 2020census.gov.

City of Carlsbad, CA @carlsbadcagov

We are excited to announce that we’ve partnered with the @uscensusbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit 2020census.gov.
Kids count! The most undercounted age group in 2010 was children 0-5 years old. @uscensusbureau wants to make sure everyone is counted in the #2020Census! Find out more loom.ly/XV6agFQ
Kids count! The most undercounted age group in 2010 Census was children 0-5 years old. @uscensusbureau wants to make sure everyone is counted in the #2020Census! Find out more loom.ly/XV6agFQ
City of Carlsbad, CA @carlsbadcagov · Feb 11
The next census is just around the corner. Make sure your family is counted! An accurate snapshot means that communities, like ours, receive funding, services and business support. And your responses are confidential. loom.ly/XV6agFQ #2020Census

Every family counts.

City of Carlsbad, CA @carlsbadcagov · Feb 15
The next census is just around the corner. Make sure your family is counted! An accurate snapshot means that communities, like ours, receive funding, services and business support. And your responses are confidential. loom.ly/XV6agFQ #2020Census

Every family counts.
City of Carlsbad, CA @carlsbadcagov · Feb 20
The 2020 Census is more than a population count. It’s an opportunity to shape the future of our community.

U.S. Census Bureau @uscensusbureau · Feb 20
The #2020Census is your opportunity to shape your community’s future. Learn more about the 2020 Census: go.usa.gov/xdNfc.

City of Carlsbad, CA @carlsbadcagov · Feb 25
By April 1, all homes will receive an invitation to participate in the #2020Census. The best way to avoid a follow-up visit from a census taker is to fill out the 2020 Census questionnaire online, by phone or by mail as soon as you receive your invitation. loom.ly/ijcrkEg
Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted #Carlsbad2020! https://t.co/6U5vN0oCensusDay #EveryoneCounts

Twitter Advanced Analytics
Retweets 4 Likes 7
Social Posts @carlsbadca.gov • 1h
Thanks Carlsbad for helping us be the top responder in North County San Diego for the #Census2020. If you haven't yet had a chance you can respond online, by phone or email and it only takes 10 minutes. Thanks #CarlsbadC

2020 Census | United States Census Bureau
Learn about the 2020 Census - how to respond, and why it matters. Shape your future. START HERE.
2020census.gov

Twitter Advanced Analytics
Retweets 1 Likes 3
City of #CarlsbadatHome @carlsbadcagov - Jul 7
Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted Carlsbad: my2020census.gov

City of #CarlsbadatHome @carlsbadcagov - Jul 8.
Take the Census today and make sure our region gets the money to support healthcare, parks, roads, and social services. The Census is safe, secure, confidential, and easy to complete. my2020census.gov #SanDiegoCounts #countme2020 #CaliforniaCounts #2020census

TAKING THE CENSUS TODAY!
Complete the census by Aug 10 to avoid an enumerator knocking on your door.

By phone:
(844) 330-2020
Available in 12 languages.

Online:
my2020census.gov

By mail:
If you received the census by mail you can still send it in.

COUNTME2020.ORG
City of #CarlsbadatHome @carlsbadcagov · Jul 9
The Census determines the next 10 years. Take the 2020 Census today to help build a better future for our families and for our communities.
2020census.gov #countme2020 #EveryoneCounts #CaliforniaCounts #2020census #CountMeIn

City of #CarlsbadatHome @carlsbadcagov · Jul 10
Help Get Out the Count from the Safety of Your Home! Text your friends and neighbors. Call Family Members. Email your Team at Work. Take the Census Today! countme2020.org #countme2020 #SanDiegoCounts #everyonecounts #CaliforniaCounts #2020census #CountMeIn
If we’re not counted, we’re not seen. When we aren’t seen, we aren’t heard. Let’s continue to use our voice as our power & fight for equity by filling out the #2020Census! This will ensure we have proper representation in our local and state governments.

City of Carlsbad at Home @carlsbadcagov - Jul 27
Take the Census today and make sure our region gets the money to support healthcare, parks, roads, and social services. The Census is safe, secure, confidential, and easy to complete. my2020census.gov #SanDiegoCounts #countme2020 #CaliforniaCounts #2020census
City of #CarlsbadatHome @carlsbadcagov · Aug 4

Everyone in your household counts. The Census is an easy 9 question survey that will help everyone for the years to come. Go online now at 2020census.gov.

City of #CarlsbadatHome @carlsbadcagov · Aug 5

Aug 6 is Get Out the Count Day. Have you filled out your census form yet? 2020Census.gov

California Census @CACensus · Aug 5

Are you ready for some fun? 😊

Join us on August 6 – Get Out the Count Day – to ask all Californians to fill out the Census today! Hear from some very special guests, like @MsRebeccaBlack @kiusarthepeerson, & @salvinc at 11am!

RSVP here: facebook.com/events/6000963...
City of CarlsbadAtHome @carlsbadcagov • Aug 8

Have you completed your Census yet? We’re looking at you •

The Census is an easy 9 question survey that will help your family and our community for years to come. Your voice matters! Everyone counts! 2020census.gov #Census2020 #becounted

City of CarlsbadAtHome @carlsbadcagov • Aug 14

It is not too late to complete the #2020Census! Check out the ways you, your friends, and your family members can fill out the Census today. 9 easy questions! 1oom.ly/bp27js #EveryoneCounts

DO THE CENSUS TODAY!

my2020census.gov 844-350-2020 Respond by mail

Takes just a few minutes!
City of #CarlsbadatHome @carlsbadcagov - Aug 21

It's not too late! You can still take the 2020 Census today. It's safe, secure, confidential and only takes 10 minutes to complete online. 2020census.gov #countme2020 #CaliforniaCounts #2020census

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City of #CarlsbadatHome @carlsbadcagov - Sep 10

Hey #Carlsbad help us shape the future! We're still looking to connect with some of you to complete your #Census. We've had a great turn out so far, but we still need to finish strong. It’s easy, secure and only takes 10 minutes to complete. loom.ly/c39xq_w #Census2020

---

Time is running out. Respond now.

Shape your future
START HERE >
City of #CarlsbadatHome @carlsbadcagov · Sep 21
Time is running out to take the Census and make a difference in your community! Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today! #EveryoneCounts #CaliforniaForAll #2020Census

City of #CarlsbadatHome @carlsbadcagov · Sep 24
Complete your census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to 2020census.gov or call 844-330-2020.
City of #CarlsbadAtHome @carlsbadicagov · Sep 25
Make sure your family is counted in the #2020Census. Investing a few minutes in filling out survey helps determine future of programs for our kids, their education and our health care. Your voice matters! #EveryoneCounts #BeCounted

YOUR FAMILY COUNTS
Make sure they get COUNTED
Online: my2020census.gov
or call
English: 844-330-2020
Spanish: 844-468-2020

City of #CarlsbadAtHome @carlsbadicagov · Sep 27
Make sure your family is counted in the #2020Census. Investing just a few minutes to fill out the survey helps determine the future of programs for our kids, their education and our health care. Your voice matters! Visit my2020census.gov or call. #ICount #BeCounted

YOUR FAMILY COUNTS
COMPLETE YOUR CENSUS
ONLINE
my2020census.gov
PHONE
English: 844-330-2020
Spanish: 844-468-2020
City of #CarlsbadatHome @carlsbadcagov · 22h
Complete your #2020Census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for next decade. Responding only takes a few minutes! Go to 2020census.gov or call 844-330-2020. #BeCounted #EveryoneCounts

YOUR FAMILY COUNTS
NextDoor

City of Carlsbad
Kristina Ray • 2 min ago

It’s not too late to respond to the 2020 Census! Hello,
In March, homes across the country received invitations to complete the 2020 Census. If you haven’t done so already, we strongly encourage you to respond to the 2020 Census online using a desktop computer, laptop, smartphone or tablet today. It is quick and easy and only takes about 10 minutes. The U.S. Census Bureau keeps your answers safe and confidential.

Please be advised that beginning this month, Census takers will begin interviewing homes that haven’t responded to the 2020 Census to help ensure everyone is counted. Census takers will incorporate the most current health guidance from federal, state and local officials.

To complete the Census, please copy and paste this link in a new tab: https://go.usa.gov/xdk58 and remember that your response will help shape public services like healthcare clinics, emergency response preparedness and education programs. For more information about the 2020 U.S. Census, please visit www.2020census.gov.

Thanks for your help.

City Manager Updates and eNews

• eNews audience is 10.5K and sent 2 times a week
  o Open rate for Jan. 16 eNews
- **Open rate for Jan. 24 eNews:**

  - Open Rate: 26.5%
  - Click Rate: 16%
  - Sent: 6921
  - Bounces: 213
  - Successful Deliveries: 6708
  - Did Not Open: 4928
  - Unsubscribed: 3
  - Spam Reports: 0

- **Open rate for Jan. 30 eNews:**

  - Open Rate: 27.9%
  - Click Rate: 19.7%
  - Sent: 6925
  - Bounces: 206
  - Successful Deliveries: 6719
  - Did Not Open: 4842
  - Unsubscribed: 2
  - Spam Reports: 0

- **Open rate for Feb. 6 eNews:**

  - Open Rate: 25.6%
  - Click Rate: 15.3%
  - Opens: 1714
  - Sent: 6922
  - Bounces: 223
  - Successful Deliveries: 6696
  - Clicks: 263
  - Did Not Open: 4912
  - Unsubscribed: 1
  - Spam Reports: 0
- Open rate for Feb. 13 eNews

![Open Rate and Click Rate for Feb. 13 eNews]

- Open rate for Feb. 20 eNews

![Open Rate and Click Rate for Feb. 20 eNews]

- It was included in the CM update multiple times. For dates, go here and search census. [https://www.carlsbadca.gov/cityhall/manager/update.asp](https://www.carlsbadca.gov/cityhall/manager/update.asp)
National City Digital Metrics

During the scope of work we ran three (3) separate digital campaigns in April, June and July.

Goals of the campaign:

1. Remind National City residents to take the Census (Impressions / Reach)
2. Create awareness of the Census and the importance of filling it out (Impressions / Reach)
3. Provide additional information to help residents fill out their census (Clicks / Engagement)

Target:

National City Residents 18+
Specific Zip Codes: 91950, 91902, 92139
GOOGLE AD NETWORKS: DIGITAL CAMPAIGN

April Campaign:
Campaign Dates: 4/17 – 4/18, partial day 4/19, resumed 4/23 – 4/30
Impressions: 5,990 (20.6% desktop, 3.2% tablets, 76.1% mobile)
Clicks: 129 (12.4% desktop, 5.4% tablets, 82.2% mobile)

June Campaign:
Impressions: 12,300 (.5% TV screens, 21.1% desktop, 2.1% tablets, 76.3% mobile)
Clicks: 166 (14.1% desktop, 3.6% tablets, 81.9% mobile)

July Campaign:
Campaign Dates: 7/20 - 7/26
Impressions: 10,200 (.5% TV screen, 27.8% desktop, 6.4% tablets, 65.4% mobile)
Clicks: 168 (17.3% desktop, 2.4% tablets, 80.4% mobile)
Overall Google Ad Campaign Impressions & Clicks

Clicks by Day & Hour

Impressions by Day & Hour

Clicks by Gender & Age

Impressions by Gender & Age

Based on the 78% of your clicks with known gender and age.

Based on the 51% of your impressions with known gender and age.
APRIL FACEBOOK NETWORK AD & BOOSTED POST

April Ad Campaign

**Campaign Dates:** April 30 - May 8

**Impressions:** 71,201 (67% Female / 33% Male)

**People Reached:** 13,724 (65% Female / 35% Male)

**Clicks:** 644 (70% Female / 30% Male)

Additional Demographic Findings:

- Majority of engagement came from Females 18 - 24 (9% of all reach and 19% of all clicks) and 25 - 34 (16% of all reach and 18% of all clicks). Following closely behind was Females 65+ (12% of all reach and 14% of all clicks).
- 61% of Clicks on campaign came from Instagram Platform, whereas 59% of Impressions came from Facebook Platform making Impressions much more evenly split.
- Virtually all impressions and clicks came from a mobile device.

April Boosted Post

**Campaign Dates:** April 30 - May 8

**Impressions:** 3,785 (52% Female / 48% Male)

**People Reached:** 3,288 (53% Female / 47% Male)

**Post Engagements:** 1,219 (51% Female / 49% Male)

Additional Demographic Findings:

- Majority of engagement came from Females 18 - 24 (9% of all reach and 19% of all clicks) and 25 - 34 (16% of all reach and 18% of all clicks).
- Significant engagement came from Males 18 - 24 (16%) and Males 25 - 34 (16%).
- 89% of Engagement (1,094) came from Instagram platform, whereas Reach and Impressions were more evenly split between the two platforms. These were mostly viewed on a mobile device.
JUNE FACEBOOK NETWORK AD & BOOSTED POST

June Ad Campaign

**Campaign Dates:** June 15 - June 21  
**Impressions:** 55,011 (47% Female / 53% Male)  
**People Reached:** 23,904 (50% Female / 50% Male)  
**Clicks:** 1,040 (53% Female / 47% Male)

Additional Demographic Findings:

- Majority of engagement came from males 25 - 34 (14% of all engagement), however, females in that same age range accounted for 11% of all engagement, with females 55 - 64 following closely behind at 10%.
- 81% of the reach came from the Facebook platform, and 86.5% of all clicks came from Facebook.
- Virtually all impressions and clicks came from a mobile device.

June Boosted Post

**Campaign Dates:** June 17 - June 26  
**Impressions:** 16,077 (61% Female / 39% Male)  
**People Reached:** 4,590 (61% Female / 39% Male)  
**Post Engagements:** 183 (66% Female / 34% Male)

Additional Demographic Findings:

- Majority of engagement came from females 65+, that demographic accounted for 31% of all engagement.
- When comparing impressions to engagement, the Instagram platform proved to have higher engagement to impression ratio, although overall impressions and engagement was higher on Facebook. If a consumer saw the ad they were more likely to engage on Instagram than Facebook.
JULY FACEBOOK NETWORK AD & BOOSTED POST

July Ad Campaign

Campaign Dates: July 21 - July 28

Impressions: 81,226 (59% Female / 41% Male)

People Reached: 31,040 (50% Female / 50% Male)

Clicks: 1,040 (59% Female / 41% Male)

Additional Demographic Findings:

• 18% of all Impressions came from men 25 - 34, where Engagement was relatively evenly dispersed across the age and gender demographics.

• 83% of Engagement came from the Facebook Platform.

July Boosted Post

Campaign Dates: July 20 - 25 & July 28-31

Impressions: 11,300 (60% Female / 40% Male)

People Reached: 4,400 (58% Female / 42% Male)

Post Engagements: 137 (66% Female / 34% Male)

Additional Demographic Findings:

• Majority of engagement came from females 65+, that demographic accounted for 26% of all engagement.

• 68% of engagement came from the Facebook Platform.
## Text Messaging Campaign

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</tbody>
</table>
Appendix B: Sample Products

City of Carlsbad

Logo

Magnet
### Everybody Counts!

**What / Why**

The U.S. Census is our nation’s population count and happens once every 10 years.

When you complete the census form, you contribute to an accurate count which helps determine the amount of money California will receive for early childhood education, schools, healthcare, housing, transportation, and other vital programs. The population count also determines the number of seats California has in the House of Representatives.

**Who**

Our constitution requires everyone living in the U.S. to be counted in the census, regardless of age, race, sex, and employment or citizenship status. This includes children ages 0-4, so please include them on your census form!

**When**

March 2020: You will be mailed an invitation to complete the census form online, by phone or by mail. Please include everyone living at your address on the form, even if they are not family members.

April 2020: Households that haven’t responded will receive a reminder postcard, and some may also receive a paper census form.

May 2020: Census workers will visit households that have not responded to make sure everyone is counted.

**How**

Completing the census form is fast, simple, and convenient. In about 10 minutes, you can complete the form online, by phone, on paper, or by visiting one of the Census Action Kiosks throughout the county. Dial 311 to find a kiosk near you.

The online form will be available in 13 languages, and there will be guides in 60 languages to help you complete the questions.

---

### ¡Todos cuentan!

**Qué / Por qué**

El censo de los EE.UU. es el recuento de la población de nuestra nación y ocurre una vez cada 10 años.

Cuando usted llena el formulario del censo, contribuye a un conteo preciso, el cual ayuda a determinar la cantidad de dinero que California recibirá para el aprendizaje temprano, escuelas, atención médica, vivienda, transporte y otros programas vitales.

El recuento de población también determina el número de representantes que California tiene en la Cámara de Representantes del Gobierno federal.

**Quién**

Nuestra constitución exige que todas las personas que viven en los Estados Unidos sean contadas en el censo, independientemente de su edad, raza, sexo y empleo o estado de ciudadanía. Esto incluye a los niños de 0 a 4 años, así que incluyanlos en su formulario de censo!

**Cuándo**

Marzo de 2020: Se le enviará por correo una invitación para llenar el formulario del censo, en línea, por teléfono o por correo. Incluya en el formulario a todos los que viven en su domicilio, incluso si no son miembros de la familia.

Abril de 2020: Los hogares que no hayan respondido recibirán una postal de recordatorio, y algunos también pueden recibir un formulario de censo en papel.

**Cómo**

Llenar el formulario de censo es rápido, sencillo y conveniente. En unos 10 minutos, puede llenar el formulario en línea, por teléfono, en papel o visitando uno de los kioscos de acción del censo en todo el condado. Marque el 311 para encontrar un kiosco cerca de usted.

El formulario en línea estará disponible en 13 idiomas, y también habrá guías en 60 idiomas para ayudarlo a completar las preguntas.
City of Escondido

Utility Billing Envelope Messaging

Signs

YOUR COMMUNITY IS COUNTING ON YOU!
YOU HAVE UNTIL SEPTEMBER 30 TO RESPOND
Take the Census today my2020census.gov

¡NUESTRA COMUNIDAD CUENTA CONTIGO!
TIENES HASTA EL 30 DE SEPTIEMBRE PARA RESPONDER
¡Llena el Censo hoy! my2020census.gov

OUR COMMUNITY IS COUNTING ON YOU!
YOU HAVE UNTIL SEPTEMBER 30 TO RESPOND
Take the Census today my2020census.gov

¡NUESTRA COMUNIDAD CUENTA CONTIGO!
TIENES HASTA EL 30 DE SEPTIEMBRE PARA RESPONDER
Llena el Censo hoy en my2020census.gov
Banners

T-Shirts

Swag
Tote Bags

Books

Newsletter Sample

Weekly Activity Report

October 1, 2020

COVID-19 UPDATES

2020 Census Deadline
Time is running out! The last day to fill out the 2020 Census is Monday, October 5. A complete Census count is crucial to ensure that Escondido receives adequate funding and representation for our community, schools, programs and more. Complete your Census online today at 2020census.gov.

Carvana Coming to Escondido
A new car dealership that resembles a vending machine is coming to Escondido. The project was approved by the City Council on September 23 and the new dealership will be located at the corner of Hale Avenue and Tulip Street. Stay tuned for updates as this project begins to move forward. More information about Carvana can be found here.
City of Imperial Beach

Masks

Be like Tyler Foltz, Community Development Director, and do your part to keep to COVID-19 cases down and the IB Census count up! To complete the census by July 31. #IBCensusescounts
City of La Mesa

Mass Mail Out Samples

The Census is Happening in 2020

The next Census is in Spring 2020. Let’s ensure all Californians are counted so we can put those resources to good use here at home.

BUILD BETTER ROADS AND SCHOOLS
FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES
CREATE JOBS
IMPROVE HOUSING

Starting in mid-March 2020, each household will get a letter in the mail. It will explain the different ways you can fill out the Census. If you don’t receive a letter, you can still go online or call to fill it out. Be sure you include any person living in your household, family or not.

Key Dates
- 3/12-3/20: Invitations to the 2020 Census mailed
- 3/16-3/24: Reminder letters mailed
- 3/25-4/3: Reminder postcard mailed
- April 1: CENSUS DAY
- 4/16-4/18: Second reminder & hardcopy Census mailed
- Final postcard mailed before in-person follow-up

Three Ways To Complete the Census

MAIL: Request a paper Census form in English or Spanish that can be mailed back to the U.S. Census Bureau.
PHONE: The Census can be completed by phone in 13 languages.
ONLINE: For the first time, the Census form will be available to complete online in 13 languages.

CaliforniaCensus.org  @CAcensus

CENSUS 101: WHAT YOU NEED TO KNOW

Everyone counts. The census counts every person living in the U.S. every year. It helps us see where we are. It helps us shape our future. It’s your time to be counted.

It’s about fair representation. The number of seats each state gets is based on its population. The Census helps us get those seats right.

It’s in the constitution. The U.S. Constitution mandates that each state in the country be counted every 10 years. The first census was in 1790.

It’s about $675 billion. That money is spent on schools, hospitals, roads, public works and other vital programs.

Taking part is your civic duty. Completing the census is mandatory. It’s a way to participate in our democracy and say "I COUNT!"

The City of La Mesa is partnering with SANDEG, the U.S. Census Bureau, and Count Me 2020 to help get the word out about the importance of participating. California is a diverse state and achieving an accurate count is challenging. For this reason, the state has received $500 million to cities and counties to assist with messaging outreach activities to emphasize the importance of participating. The City of La Mesa, along with other jurisdictions in San Diego County, is leveraging those funds to increase participation in La Mesa’s hard to count areas of the city. There are many variables that contribute to an area being hard to count, such as the presence of multi-family buildings, families with children under the age of five, or a high number of military families in a particular area.

Be on the lookout in April for your 2020 Census notice in the mail and help shape California’s future by participating in the 2020 Census.

Newsletter Sample

Article B: 2020 Census

The 2020 Census is fast approaching! In April 2020, La Mesa residents will receive a notification in the mail to participate and be counted in the decennial Census. It is important to participate in this census to determine how many congressional representatives California will have for the next decade and directly impacts certain funding to La Mesa will receive in the future. The Census also provides the most reliable and complete data for research, decision making, and planning. When you fill out a census form for your household, you help affect your voice in government by guiding how more than $675 billion in federal funding is distributed to states and communities each year. The 2020 Census is the first to incorporate online, phone, and mail responses, making it easier than ever to participate!

The City of La Mesa is partnering with SANDAG, the U.S. Census Bureau, and Count Me 2020 to help get the word out about the importance of participating. California is a diverse state and achieving an accurate count is challenging. For this reason, the state has received $500 million to cities and counties to assist with messaging and outreach activities to emphasize the importance of participating. The City of La Mesa, along with other jurisdictions in San Diego County, is leveraging those funds to increase participation in La Mesa’s hard to count areas of the city. There are many variables that contribute to an area being hard to count, such as the presence of multi-family buildings, families with children under the age of five, or a high number of military families in a particular area.

Be on the lookout in April for your 2020 Census notice in the mail and help shape California’s future by participating in the 2020 Census.

CA CENSUS 2020
City of Lemon Grove

Banner

LEMON GROVE COUNTS!
BE COUNTED.

LEMON GROVE CUENTA!
SEA CONTADO.

Fliers

Lemon Grove Drive-Through 2020 Census Event
Friday, September 18, 2020 at 1-4 pm
Join Us @ The Lemon Grove Recreation Center
3131 School Lane, Lemon Grove, CA 91945

The City of Lemon Grove and U.S. Census Bureau will be present to help you complete the 2020 Census survey, answer any questions you have about the census, and will be giving away census swag to those that complete the survey.

Why It is Important
-Congressional Representation
-Reapportionment & Redistricting
-$675 Billion Distributed Annually
-Schools, Healthcare, & Streets

Shape Lemon Grove’s Future

Join the Census 2020

Now, more than ever, Lemon Grove needs you. Respond to the 2020 Census by internet or phone:
my2020census.gov
(833) 288-7255

Together, we can build a brighter future for Lemon Grove!
#2020CENSUS
Instagram Posts

Census 2020

You count. Be counted.

10 minutes questions

Everybody Counts.

Census 2020

Everyone Counts.
National City Collateral

Sticker

T-Shirt
Door Hangers

Window Signs
Facebook/Instagram Examples

Google Ad Examples
Text Message Examples

Sample Text Messages Sent Out:

HI DONNY, this is the City of National City. Don’t forget to complete the 2023 Census! It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2023 por teléfono, correo o en línea.

Concluded the 2023 Census? You can try phone, mail or online. If you have, thank you! City of National City. La información del Censo es valiosa para nuestra ciudad. Si ya lo hiciste, gracias. Ciudad de National City.

You matter to us! Completing your Census helps us get resources for National City. Tell your family if you have completed already. Thanks! https://2020census.gov/ (It’s times important para nuestros Perfiles de Censos para que lleguen recursos a NO, y ya lo habilitó CENSUS.gov.)

Real Conversations:

Dear (Name),

Hi, I’m from the City of National City. Don’t forget to complete the 2023 Census. It’s easy! You can do it by phone, mail or online.

Everyone needs to fill out a Census. This message is from the City of National City. No olvides llenar el Censo del 2023 por teléfono, correo o en línea.

Why would I do that?

The results of the 2020 Census will help determine how much federal funding your community will receive for the next decade.

Opt Out Option:

HI MARGUERITE, this is the City of National City. Don’t forget to complete the 2023 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2023 por teléfono, correo o en línea.

This is not marguerite. I’ve had this number for 5 years. Please either remove this number or call the correct number. Thank you...as info, I’ve done my Census form early April. Thanks for ensuring people do their civic duty.

Conversations in Spanish:

HI JOSEPH, this is the City of National City. Don’t forget to complete the 2023 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2023 por teléfono, correo o en línea.

What is the phone number?

Número telefónico del Censo: 844-639-2023
City of San Marcos

Postcard

THE 2020 CENSUS IS HERE!

Every person in the country is required to fill out the 2020 Census form. Please complete the form in the manner that you prefer. There are 3 ways to respond.

1. **Online**: For the first time in 230 years the census is available to conduct online. Type the following link into your computer or mobile phone to start the process: [https://2020census.gov/](https://2020census.gov/)

2. **Mail**: The United States Census Bureau mailed out printed census questionnaires to select households.

3. **Phone**: Please call (844) 330-2020 to complete your questionnaire over the phone in English.

Let’s make sure that we get a complete and accurate count of the country so that we receive the funding our communities deserve. We ALL count!

For more information: [www.census.gov](http://www.census.gov) or [www.census.ca.gov](http://www.census.ca.gov) or [www.countme2020.org](http://www.countme2020.org)

---

¡YA LLEGA EL CENSO DEL 2020!

Todas las personas en el país están obligadas a llenar el formulario del Censo 2020. Por favor de completar el censo en la manera que prefiera. Hay 3 maneras de responder.

1. **En línea**: Por primera vez en 230 años el censo se puede completar en línea. Escriba el enlace siguiente en su computadora o teléfono móvil para iniciar el proceso: [https://2020census.gov/es.html](https://2020census.gov/es.html)

2. **Correo**: La oficina del censo envía cuestionarios impresos a casas selectivas.

3. **Teléfono**: Por favor de llamar al (844) 468-2020 para completar el cuestionario por teléfono en español.

Asegúrese de que logramos un cuento del país completo y exacto para recibir los fondos que nuestra comunidad merece. ¡Todos contamos!

---

San Marcos
Discover Life's Possibilities

1 Civic Center Drive
San Marcos, CA 92069-2918
EVERYONE COUNTS!
¡TODOS CUENTAN!

SELF REPORT ONLINE OR BY PHONE

www.census.gov or www.census.ca.gov or www.countme2020.org
Universidad Popular

CENSUS 2020 & ELECTIONS

We are running out of time to complete the 2020 Census Questionnaire. Make yourself count TODAY.

Did you already complete your 2020 Census? Do you need help completing your 2020 Census?

CENSUS & TAMALEs

- We are going to be in person around the neighborhood of Autumn Drive, San Marcos in front of the laundromat. If you have not yet answered your census questionnaire, come fill it out with us and enjoy some of Doña Julia’s tamales.

  Date: Friday, September 25, 2020
  Time: 5:00 – 7:00 PM
  Place: 365 Autumn Drive, San Marcos, CA 92069

You can complete your census questionnaire TODAY

Internet - www.my2020census.gov
Telephone - 844.468.2020

The last day to complete the 2020 Census questionnaire is September 30.

PRESIDENTIAL ELECTIONS - NOVEMBER 3, 2020

Presidential elections are coming up on Tuesday, November 3, 2020. You can vote early. This year, every registered voter will receive a mail ballot beginning on October 5. If you have questions regarding polling locations, candidates, propositions, etc., come see us.

To make a financial contribution to Universidad Popular or to volunteer with us, please contact la maestra Arcela Nuñez-Alvarez at arcela@unipopular.org or 760.484.1398.

Universidad Popular

www.unipopular.org
Tel. 760.659.0309
Tote bag

Social Media

U.S. households will receive an invitation to participate in the 2020 Census by April 1. You can respond online, by mail or by phone. A complete and accurate count of our City’s population is essential. The data collected will inform decisions that affect how much federal funding is allocated to our City for education, infrastructure, healthcare and more. Learn more at census.gov.

A friendly reminder to respond to your 2020 Census by April 1. An accurate count of our City’s population is essential. The data collected will inform decisions that affect how much federal funding is allocated to our City for education, infrastructure, healthcare and more. Learn more at census.gov.
101

FRIDAY, AUGUST 21

Census Day of Action

VIRTUAL RALLY @ 5:30PM
CAR CARAVAN @ 6:00PM

#EveryoneCounts

sanmarcoscity
Hey San Marcos residents! Have you filled out your #2020Census yet? You can mail your form, call 844-330-2020, or visit http://my2020census.gov to be counted today. #EveryoneCounts

sanmarcoscity Did you know the #2020Census consists of 10 short questions and is used to count every person living in the United States, the five inhabited territories and the District of Columbia? Respond online now: www.2020census.gov censusfacts

sanmarcoscity #39DidYouKnow April 1 is Census Day. And this month every household will receive an official invitation to participate. The distribution of more than $675 billion... more

sanmarcoscity #39DidYouKnow San Marcos! Tomorrow is Census Day. By now, your household's 2020 Census invitation should have arrived in the mail, and you can respond in one of... more

sanmarcoscity #39DidYouKnow Be counted, San Marcos! Tomorrow is Census Day. By now, your household's 2020 Census invitation should have arrived in the mail, and you can respond in one of... more

March 21

March 21

April 1

April 1

April 1
County of San Diego

News Release

SAN DIEGO COUNTY LIBRARY SUPPORTS CENSUS 2020 WITH SELF-RESPONSE WORKSHOPS AND COMMUNITY CELEBRATIONS

San Diego County Library is excited to partner with the U.S. Census Bureau and the Count Me 2020 Coalition to support the 2020 Census. The US Census counts every person living in the United States every 10 years.

San Diego County Library serves 1 million residents across 4,000 square miles. County Library branches are found in urban, rural, coastal, desert, and rural locations. During fiscal year 2018-2019, 3 million visits were recorded at San Diego County Library branches.

San Diego County Library is committed to supporting communities that have been historically underserved in the Census—for example, children 0-5, people without broadband access, and people with limited English proficiency.

County Library Director Miguel Acevedo says, “Libraries are trusted community spaces. We’re ready to do our part to increase participation in Census 2020 and we are thrilled to support the work of the Count Me 2020 Coalition.”

How County Libraries are Supporting Census 2020 Outreach:

- Starting March 12, 2020, all 33 Library branches and 2 bookmobiles will provide Census information and outreach to the public. All free public access computers at County Library branches will link to the online Census questionnaire during the open period of the Census.
- During March-April 2020, each of our library branches will host Count Me 2020 Celebrations to educate the community about the importance of the 2020 Census.

The results of the Census are the basis for congressional representation and help determine how more than $675 billion in federal funds is distributed each year to support vital programs in states and communities across the country. These funds shape local health care, housing, education, transportation, employment, and public policy.

As the 2020 Census approaches, San Diego County Library will continue to share information about how to participate. Visit 2020CENSUS.GOV anytime to get the latest news and see SDCL.ORG/CENSUS2020 for a list of Count Me 2020 celebrations at San Diego County Library branches.

Library Poster

Staff Buttons

The Census touches everyone, every day.

Respond to the 2020 Census to shape the future. Every person is counted, communities across the country get the funding they need for things like health care, education, emergency services, and more.
Government attempts to gather citizen data are often met with hostility—and this year’s census is no exception.

The flames of any mistrust that might have already surrounded this census have been fanned at least twice. First, by the new option to complete the form online, which may be met with dilution by the 60% of American adults whom the Pew Research Center calls “relatively hesitant” about using digital tools, and which may also raise concerns around cybersecurity.

And second, by the Trump administration’s controversial and ultimately failed attempt to add a citizenship question. As Lil Yagami, who manages the IE Cajon branch of San Diego County (Calif.) Library (SDCL), says simply: “There’s a lot of fear [around] providing information to the government.” For example, a person married to an undocumented immigrant may worry that participating in the census will lead to the spouse’s deportation. By law, however, census data cannot be shared with the Department of Homeland Security, US Immigration and Customs Enforcement, or any other government agency or court.

**Bulletin**

**www.AgingSanDiegoCounty.gov**

**JUNE 2020**

**COPYRIGHT 2020**

**SERVING OUR COMMUNITY: IT’S ESSENTIAL!**

By Jinno Callo

Direct, Aging & Independence Services

Other adults and persons with disabilities are essential members of our community—and in large part of the more than 226,000 members of Aging & Independence Services are community essential workers. Red Cross workers, such as during the COVID-19 pandemic, are essential of the critical importance of social services safety net. All staff are proud to be part of this safety net and continue to work on behalf of the community.

For many, healthcare staff, family and friends have stayed home to wear the essential workers. Some families have found themselves surrounded by a new sense of “bundled”—children who have been able to go to school, school, and to confirm that the same space. Others, particularly those who live alone, have found adjusting to working from a completely “empty” office with a comfort and sense of control.

Despite these challenges, our staff have ensured that their parents and families. They have demonstrated great flexibility and plenty of energy by taking on new roles that are essential.

Understanding circumstances, members of the Outreach & Education team provide resources and useful information to other adults and service providers on community programs and health information, such as power preservation tips and ways to foster good mental health. With the need for social distancing, the team looked for new ways to share information and created videos on topics such as how to remain socially engaged from home and other resources for those who are working from home to continue their health and social lives with others.

The COVID-19 Community Engagement Team, which reached out to older adults and persons with disabilities during COVID-19, created digital videos that highlight community resources, including nutrition, physical activity, and mental health services. The videos were created in collaboration with other community partners, including the San Diego County Department of Public Health.

**CORONAVIRUS UPDATES**

COVID-19 tips are now available to all members of the community who would like to stay on track with tips to stay healthy and up-to-date on the latest information. To view the tips, contact your local, state, and federal health departments. For more information, visit www.coronavirus.ca.gov.