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 sandag.org

# Meeting Notice and Agenda

## 2020 Census Complete Count Stakeholder Working Group

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

Wednesday, January 15, 2020

9:30 to 11:30 a.m.

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

**Please take the elevator to the 8th floor to access the meeting room.**

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

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

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- Oceanside
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- San Diego
- San Marcos
- Santee
- Solana Beach
- Vista
- and
- County of San Diego

#### ADVISORY MEMBERS

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



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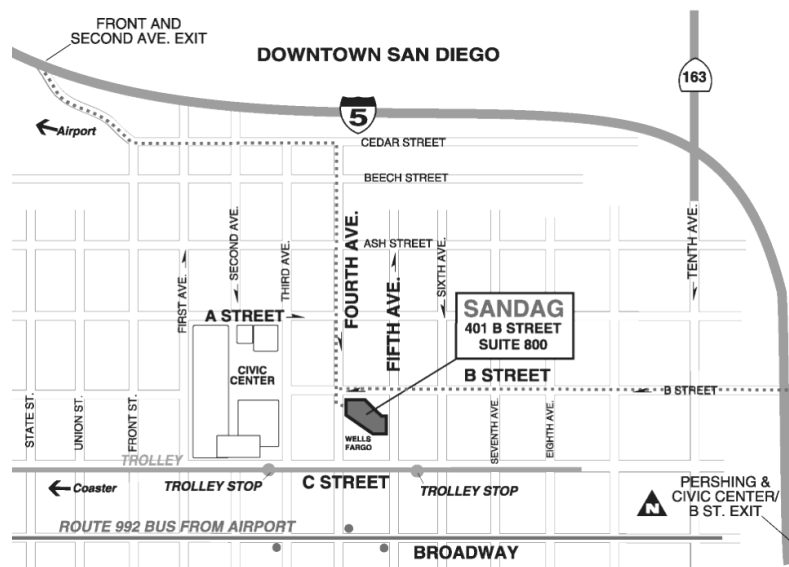
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# 2020 Census Complete Count Stakeholder Working Group

Wednesday, January 15, 2020

Item No.		Action
+1.	<b>Approval of Meeting Minutes</b> The 2020 Census Complete Count Stakeholder Working Group is asked to review and approve the minutes from its December 17, 2019, meeting.	Approve
2.	<b>Public Comments/Communications/Member Comments</b> Members of the public shall have the opportunity to address the Working Group on any issue within the jurisdiction of SANDAG that is not on this agenda. Anyone desiring to speak shall reserve time by completing a Request to Comment form and giving it to the meeting coordinator prior to speaking. Public speakers should notify the meeting coordinator if they have a handout for distribution to Working Group members. Public speakers are limited to three minutes or less per person. Working Group members also may provide information and announcements under this agenda item.	
<b>Reports</b>		
3.	<b>Asian Pacific Islander Initiative Update</b> <i>JoAnn Fields, Asian Pacific Islander Initiative</i> Recent events and communications to educate and motivate the Asian Pacific Islander community's active participation in the 2020 Census will be shared, including highlights, challenges, new partnerships and upcoming activities.	Information
4.	<b>Monthly Update on Outreach by Local Jurisdictions</b> <i>Darlanne Hoctor Mulmat, SANDAG</i> Each jurisdiction receiving state grant funding from SANDAG to coordinate local outreach efforts is required to submit a monthly implementation report. A summary of outreach activities submitted to date will be presented for review and discussion.	Discussion

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <p><b>5. Count Me 2020 Coalition Update</b><br/> <i>Alan Kaplan, Engage San Diego</i><br/>         Count Me 2020, a network of more than 100 community-based organizations working to ensure a complete and accurate 2020 Census count, was formed to support the hard to count communities of San Diego and Imperial Counties. It is an integral partner with SANDAG in outreach for the 2020 Census.</p> <p>A. Strategic Planning and Implementation<br/>         An update on the implementation efforts of the Count Me 2020 Coalition will be presented.</p> <p>B. Communications, Media, Events, and Outreach<br/>         An update on Count Me 2020 Coalition communications, media, events and outreach will be presented.</p> | <p><b>Information</b></p> |
| <p><b>6. Regional Representative Outreach Updates</b><br/>         Regional representatives on the Working Group will provide updates on the outreach activities for the area.</p> <p>A. East County<br/>         B. North County-Coastal<br/>         C. North County-Inland<br/>         D. South County<br/>         E. City of San Diego<br/>         F. County of San Diego</p>                                                                                                                                                                                                                                                                                                                                                    | <p><b>Discussion</b></p>  |
| <p><b>7. Complete Count Outreach Reports</b><br/>         Members of the 2020 Census Complete Count Stakeholder Working Group and other stakeholders are asked to provide updates on their recent or upcoming efforts to support 2020 Census Complete Count activities, emphasizing activities that would benefit from coordination among everyone (e.g., training, messaging, kiosk locations, coverage of the hard-to-count community).</p>                                                                                                                                                                                                                                                                                           | <p><b>Discussion</b></p>  |
| <p><b>8. Upcoming Meetings</b><br/>         Members and other stakeholders are asked to provide suggestions for the next meeting's agenda, scheduled for Wednesday, February 19, 2020, at 9:30 a.m.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p><b>Discussion</b></p>  |
| <p><b>9. Adjournment</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |

+ next to an item indicates an attachment



# 2020 Census Complete Count Stakeholder Working Group

Item: **1**

January 15, 2020

Action: **Approve**

## December 17, 2019, Meeting Minutes

*Audio for all 2020 Census Complete Count Stakeholder Working Group meetings can be found on the [Working Group homepage](#).*

Chair Angelica Davis (South County) called the meeting of the 2020 Census Complete Count Stakeholder Working Group to order at 9:44 a.m.

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

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

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

Blanco Romero (National Association of Latino Elected and Appointed Officials Educational Fund) discussed Census outreach efforts and events.

JoAnn Fields (Asian & Pacific Islander Initiative) reported on Census outreach efforts, including a partnership with the Consul General of the Philippines and Paving Great Futures.

## Reports

### 3. California Complete Count - 2020 Census Office Update (Information)

Connie Hernandez (California Complete Count – 2020 Census Office) explained the allocation of state grants and other efforts around Census outreach.

Action: Information only.

### 4. Count Me 2020 Coalition Update (Information)

Michelle Silverthorn (Count Me 2020 Coalition) provided an overview of outreach efforts.

Arcela Nunez-Alvarez (National Latino Research Center) updated the Working Group on the implementation efforts and partnerships of the Count Me 2020 Coalition.

Alan Kaplan (Engage San Diego) and JoAnn Fields discussed Count Me 2020 Coalition communications, media, events, and outreach.

Action: Information only.

### 5. Working Group Membership and Subcommittee Structure (Discussion/Possible Action)

The Working Group discussed the potential addition of new advisory members and formation of subcommittees to facilitate outreach efforts for the 2020 Census.

Regional Census Data Center Manager Darlanne Hoctor Mulmat reviewed the current membership of the Working Group. Tiffany Harrison (City of San Diego) provided examples of structures from other organizations.

JoAnn Fields spoke regarding the need for greater representation within the Working Group functions and process.

Dhalia Balmir (Black American Political Association of California) recommended that the Working Group chair employ a nominating committee to select additional advisory members.

Action: Chair Davis requested that suggestions for advisory members be submitted to her in one week (Tuesday, December 24, 2019). She also directed SANDAG staff to create a form for this purpose.

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

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

Dhalia Balmir spoke regarding the efforts of the Working Group to monitor outreach efforts, and to identify and address gaps in the outreach efforts.

JoAnn Fields, Destiny Reyes (Paving Great Futures), Anthony Hopkins Jr. (Paving Great Futures), and Patrick Thaggard (Paving Great Futures) provided an update on event coordination and outreach.

JoAnn Fields provided an update on several meetings with local officials, events, and outreach efforts.

Action: Discussion only.

## **7. Upcoming Meetings**

The next Working Group meeting is scheduled for Wednesday, January 15, 2020, at 9:30 a.m.

## **8. Adjournment**

Chair Davis adjourned the meeting at 12:12 p.m.

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

December 17, 2019

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

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

**SANDAG Staff**

Darlanne Hoctor Mulmat, Regional Census Data Manager  
 Amberlynn Griffin, General Counsel  
 Robyn Wapner, Senior Government Relations Analyst