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Meeting Notice and Agenda

2020 Census Complete Count Stakeholder Working Group

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

Wednesday, February 19, 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

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.

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La Mesa
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and
County of San Diego

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Water Authority
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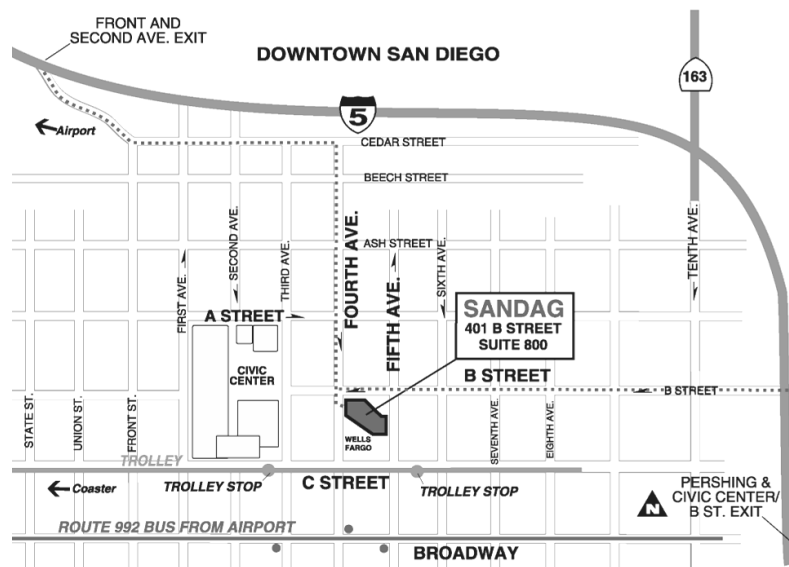
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2020 Census Complete Count Stakeholder Working Group

Wednesday, February 19, 2020

| Item No. | | Action |
|----------------|---|-------------|
| +1. | Approval of Meeting Minutes The 2020 Census Complete Count Stakeholder Working Group is asked to review and approve the minutes from its January 15, 2020, meeting. | Approve |
| 2. | Public Comments/Communications/Member Comments Members of the public shall have the opportunity to address the Working Group on any issue within the jurisdiction of SANDAG that is not on this agenda. Anyone desiring to speak shall reserve time by completing a Request to Comment form and giving it to the meeting coordinator prior to speaking. Public speakers should notify the meeting coordinator if they have a handout for distribution to Working Group members. Public speakers are limited to three minutes or less per person. Working Group members also may provide information and announcements under this agenda item. | |
| 3. | Director's Report <i>Laura Coté, SANDAG</i> An update on agency actions in support of the Working Group will be provided. | Information |
| Reports | | |
| 4. | California Complete Count - 2020 Census Office Update <i>Connie Hernandez, California Complete Count – 2020 Census Office</i> The California Complete Count - 2020 Census Office has awarded statewide grants for outreach, in addition to local funding. This presentation will provide updated guidelines from the state with respect to Questionnaire Assistance Centers or Questionnaire Action Kiosks and equipment. | Information |
| 5. | How to Collaborate with County Libraries <i>Melissa Solis, San Diego County Library</i> Information regarding efforts to promote the 2020 Census at San Diego County Library branches and opportunities for collaboration will be shared. | Information |
| 6. | Census Operations Review <i>Blanca Romero, National Association of Latino Elected Officials</i> An overview of Census operations for stakeholders that will outline what the Census is, when it is, and how households can participate, will be presented. | Information |

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|-----|---|-------------|
| 7. | SANDAG Media and Events Plan <i>Lindsey Hansen, SANDAG</i> SANDAG is collaborating with the Count Me 2020 Coalition to develop plans for the 2020 Census media and events in the San Diego region. Staff will provide a brief update on these plans, which include development of a toolkit for partners, media availability on March 12, 2020, a Census Day press event on April 1, 2020, and subsequent “Be Counted” events throughout the region. | Information |
| 8. | Count Me 2020 Coalition Update <i>Michele Silverthorn, Count Me 2020 Coalition</i> 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 with trusted messenger organizations. It is an integral partner with SANDAG in outreach for Census 2020. A. Strategic Planning and Implementation An update on the implementation efforts of the Count Me 2020 Coalition will be presented. B. Communications, Media, Events, and Outreach Subcommittee An update on Count Me 2020 Coalition communications, media, events, and outreach will be presented. | Information |
| 9. | Regional Representative Updates Each of the regional representatives on the Working Group will provide an update on the outreach activities for their subregion. | Information |
| 10. | Complete Count Outreach Reports Advisory 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). | Information |
| 11. | Upcoming Meetings Members and other stakeholders are asked to provide suggestions for the next meeting’s agenda, scheduled for Wednesday, March 18, 2020, at 9:30 a.m. | Discussion |
| 12. | Adjournment | |

+ next to an item indicates an attachment



2020 Census Complete Count Stakeholder Working Group

Item: **1**

February 19, 2020

Action: **Approve**

January 15, 2020, Meeting Minutes

Regional Census Data Manager Darlanne Hoctor Mulmat called the meeting of the 2020 Census Complete Count Stakeholder Working Group (Working Group) to order at 9:33 a.m.

1. Election of a Temporary Chairperson and Approval of Meeting Minutes (Approve)

Action: Upon a motion by Gloria Cruz-Cardenas (City of San Diego) and a second by Geoff Patnoe (County of San Diego), the Working Group elected Lyn Dedmon (East County) to serve as the Chair for this meeting.

Yes: Chair Dedmon, Gloria Cruz-Cardenas, Geoff Patnoe, Kerry Jezisek (North County Coastal), and Dulce Salazar (North County Inland). No: None. Abstain: None. Absent: None.

Action: Upon a motion by Dulce Salazar and a second by Gloria Cruz-Cardenas, the Working Group approved the minutes from its December 17, 2019, meeting. Yes: Chair Dedmon, Gloria Cruz-Cardenas, Geoff Patnoe, Kerry Jezisek, and Dulce Salazar. No: None. Abstain: None. Absent: None.

2. Public Comments/Communications/Member Comments

None.

Reports

3. Outreach Summary (Discussion)

Darlanne Hoctor Mulmat presented a summary of outreach activities and impressions based on the first reporting period.

Jeffrey Aarnio (U.S Census Bureau) thanked the Working Group for its outreach and coordination efforts and reported regional recruitment goals.

JoAnn Fields (Asian Pacific Islander Initiative) expressed concern over outreach efforts for Asian Pacific Islander languages as well as the specific Census categorizations of Chinese and Filipino dialects.

Action: Discussion only.

4. Asian Pacific Islander Initiative Update (Information)

JoAnn Fields introduced recent Asian Pacific Islander Initiative events and highlighted communication efforts to educate and motivate the Asian Pacific Islander community's active participation in the 2020 Census, as well as new partnerships and upcoming activities. JoAnn Fields also shared the challenges of addressing online hate speech directed at Complete Count outreach efforts.

Action: Information only.

5. Count Me 2020 Coalition Update (Information)

Alan Kaplan (Engage San Diego) briefed the Working Group on the strategic planning efforts of Count Me 2020, as well as communications, media, events, and outreach efforts.

Action: Information only.

6. Regional Representative Updates (Information)

Each of the regional representatives of the Working Group provided an update on the outreach activities for their respective areas.

Action: Information only.

7. Complete Count Outreach Reports (Information)

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

JoAnn Fields informed the Working Group of additional presentations, recruiting, and outreach efforts, as well as a question concerning a training sites inventory. JoAnn Fields also requested that the language of outreach efforts be included in the summaries of Complete Count Outreach Reports.

Action: Information only.

8. Upcoming Meetings

The next Working Group meeting is scheduled for Wednesday, February 19, 2020, at 9:30 a.m.

9. Adjournment

Chair Dedmon adjourned the meeting at 11:49 a.m.

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

January 15, 2020

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

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

Darlanne Hoctor Mulmat, Regional Census Data Manager

Cindy Burke, Director of Research and Program Management

Amberlynn Griffin, General Counsel

Robyn Wapner, Senior Government Relations Analyst

Lindsey Hansen, Associate Public Communications Officer