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 sandag.org

2020 Census Complete Count Stakeholder Working Group

Wednesday, July 15, 2020

9:30 a.m. to 11:30 a.m.

****Teleconference Meeting****

MEETING ANNOUNCEMENT AMIDST COVID-19 PANDEMIC:

The 2020 Census Complete Count Stakeholder Working Group meeting scheduled for Wednesday, July 15, 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. Working Group Members will primarily participate in the meeting virtually, while practicing social distancing, from individual remote locations. There are a few options for public participation:

- Listen to the meeting audio stream through sandag.org
- Observe the meeting via [GoToMeeting](#) (registration required)

To register for the [GoToMeeting webinar](#), follow the prompts to enter your name and email address. Members of the public who prefer not to share their names with SANDAG may use initials or a pseudonym; however, to receive a confirmation email, including a link to join the webinar, you will need to enter a valid email address. On the morning of the meeting, click the “Join Webinar” link in the confirmation email. To avoid connection issues, [check your system requirements](#) in advance.

During the GoToMeeting webinar: To minimize/expand the webinar attendee panel, click on the orange arrow at the top right corner of your screen. Attendees will be in “listen only” mode. View [GoToMeeting FAQs](#) for additional information.

SANDAG is relying on commercial technology to broadcast the meeting via GoToWebinar. 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 reopen your browser and click the link to rejoin 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 use “July 15 Census Working Group Meeting” as your subject line and identify the item number[s] to which your comments pertain). Comments received by 4 p.m. on Tuesday, July 14, will be provided to members prior to the meeting. If you desire to provide a live verbal comment during the meeting, register for the GoToMeeting webinar as noted above, and join the meeting using the “Join Webinar” link provided in your confirmation email. Commenters can use a computer microphone and speakers to listen and communicate or dial into the meeting with a telephone. Commenters must join the webinar portion of the session to obtain a personal audio PIN before attempting to call-in. You may use either the “Telephone” or “Mic & Speakers” audio option, although the “Telephone” option will require use of the PIN. When public comments for an item are called for, press the “raise your hand” button in the GoToWebinar control panel to be called on. You will then be then be called on by name and unmuted by the organizer and may provide comments for the allotted time. Do not self-mute – organizers will not be able to unmute you to provide comments. All comments received prior to the close of the meeting will be made part of the meeting record.

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 Chula Vista
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 El Cajon
 Encinitas
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 Imperial Beach
 La Mesa
 Lemon Grove
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 San Marcos
 Santee
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 Vista
 and
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 Port of San Diego
 San Diego County
 Water Authority
 Southern California
 Tribal Chairmen’s Association
 Mexico



Welcome to SANDAG. Members of the public may speak to the Working Group on any item at the time the Working Group is considering the item. Public speakers are limited to three minutes or less per person. The Working Group 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 al menos 72 horas antes de la reunión.

如有需要, 我们可以把SANDAG议程材料翻译成其他語言.

请在会议前至少 72 小时打电话 (619) 699-1900 提出请求.



Closed Captioning is available

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- Open your browser and go to <https://www.streamtext.net/player?event=SANDAG-CCCWG>

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.

San Diego Association of Governments · 401 B Street, Suite 800, San Diego, CA 92101-4231
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2020 Census Complete Count Stakeholder Working Group

Wednesday, July 15, 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 February 19, 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.	
Reports		
3.	Update from the Census Bureau <i>Roberto Garcia, Census Bureau</i> An update on Census Bureau operations will be provided.	Information
4.	California Complete Count – 2020 Census Office Update <i>Connie Hernandez, California Complete Count – 2020 Census Office</i> An update from the California Complete Count – 2020 Census Office will be provided, including an overview of resources, announcements, final report requirements, and timelines.	Information
5.	Black American Political Association of California Update <i>Dhalia Balmir, Black American Political Association of California</i> An update on outreach activities by the Black American Political Association of California will be presented.	Information
6.	Outreach Summary <i>Darlanne Hoctor Mulmat, SANDAG</i> A summary of outreach activities and impressions reported to date will be presented for review and discussion.	Discussion
7.	Non-Response Follow-Up Plans <i>Darlanne Hoctor Mulmat, SANDAG</i> The non-response follow-up (NRFU) period allows for a final, concentrated effort for neighborhoods and members of the community who have not responded to the 2020 Census Questionnaire. NRFU occurs from August 11, 2020, to October 31, 2020. A summary of the plans submitted by the local jurisdictions for this period will be presented, and the Working Group will have an opportunity to brainstorm additional strategies.	Discussion

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| 8. | <p>Count Me 2020 Coalition Update</p> <p><i>Michele Silverthorn, Count Me 2020 Coalition</i></p> <p>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 the outreach for Census 2020.</p> <p>8A. <i>Strategic Planning and Implementation Subcommittee</i>
An update on the implementation efforts of the coalition will be presented.</p> <p>8B. <i>Communications, Media, Events, and Outreach Subcommittee</i>
An update on coalition communications, media, events, and outreach will be presented.</p> | Information |
| 9. | <p>Regional Representative Updates</p> <p>Regional representatives will provide updates on outreach activities for East County, North County – Coastal, North County – Inland, South County, the City of San Diego, and the County of San Diego.</p> | Information |
| 10. | <p>Complete Count Outreach Reports</p> <p>Advisory members of the Working Group and other stakeholders are asked to provide updates on their recent or upcoming efforts to support 2020 Census Complete Count activities, emphasizing activities that would benefit from coordination among everyone (e.g., training, messaging, kiosk locations, and coverage of hard-to-count communities).</p> | Information |
| 11. | <p>Upcoming Meetings</p> <p>Members and other stakeholders are asked to suggest agenda items for the next meeting of the Working Group, which is scheduled for Wednesday, August 19, 2020, at 9:30 a.m.</p> | Discussion |
| 12. | <p>Adjournment</p> | |

+ next to an item indicates an attachment



2020 Census Complete Count Stakeholder Working Group

Item: **1**

July 15, 2020

Action: **Approve**

February 19, 2020, Meeting Minutes

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

Chair Angelica Davis (South County), called the meeting of the Working Group to order at 9:30 a.m.

1. Approval of Meeting Minutes (Approve)

Action: Upon a motion by Geoff Patnoe (County of San Diego) and a second by Lyn Dedmon (East County), the Working Group approved the minutes from its January 15, 2020, meeting. Yes: Chair Davis, Matt Yagyagan (City of San Diego), Kerry Jezisek (North County Coastal), and Dulce Salazar (North County Inland). No: None. Abstain: None. Absent: None.

2. Public Comments/Communications/Member Comments

No public comments were made.

3. Director's Report (Information)

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

Reports

4. 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 and provided updated guidelines from the state with respect to Questionnaire Assistance Centers/Questionnaire Action Kiosks and equipment.

Action: Information only.

5. How to Collaborate with County Libraries (Information)

Missy Solis (San Diego County Library) informed the Working Group of Census promotional efforts at San Diego County Library branches and opportunities for collaboration.

Action: Information only.

6. Census Operations Review (Information)

Blanca Romero (National Association of Latino Elected Officials) presented a review of Census operations.

JoAnn Fields (Asian & Pacific Islander Initiative) requested sample documents from the U.S. Census Bureau for training operations.

Action: Information only.

7. SANDAG Media and Events Plan (Information)

Lindsey Hansen, Public Communications Officer, provided an update for Census media and event plans made in collaboration between SANDAG and the Count Me 2020 Coalition.

Action: Information only.

8. Count Me 2020 Coalition Update (Information)

Michelle Silverthorn (Count Me 2020 Coalition) updated the Working Group on implementation efforts, as well as communications, media, events, and outreach.

JoAnn Fields (Asian & Pacific Islander Initiative) distributed information on regional activities and expressed the need for coordination between organizations.

Action: Information only.

9. Regional Representative Updates (Information)

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

Action: Information only.

10. Complete Count Outreach Reports (Information)

Advisory members and other stakeholders provided updates on their recent or upcoming efforts to support 2020 Census Complete Count activities, with emphasis on activities that would benefit from coordination.

Claudia Lopez (Office of Senator Ben Hueso) informed the Working Group of a press conference before the Census primary self-response phase.

Blanca Romero (National Association of Latino Elected Officials) shared upcoming training events.

JoAnn Fields (Asian & Pacific Islander Initiative) shared concerns over staffing assistance with Asian & Pacific Islander outreach.

Action: Information only.

11. Upcoming Meetings (Discussion)

The next Working Group meeting is scheduled for Wednesday, March 18, 2020, at 9:30 a.m. The date for the April meeting has been changed to Wednesday, April 8, 2020, at 9:30 a.m.

12. Adjournment

Chair Davis adjourned the meeting at 11:08 a.m.

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

February 19, 2020

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	No	
North County Inland	Dulce Salazar	Yes	
	Sylvia Daniels, Alternate	No	
East County	Lyn Dedmon	Yes	
	Marybrook Cox, Alternate	No	
City of San Diego	Matt Yagyagan	Yes	
	Tiffany Harrison, Alternate	Yes	
	Ally Berenter, Alternate	Yes	
County of San Diego	Geoff Patnoe	Yes	
	Denise Becerra, Alternate	Yes	
Advisory Members			
Count Me 2020 Coalition	Michele Silverthorn	Yes	
	Alan Kaplan, Alternate	Yes	
Elected Officials	Chevelle Tate	Yes	
	Lee Hernandez, Alternate	No	
	Diamond Wallace, Alternate	Yes	
K-12 Education	Music Watson	No	
	Andrew Sharp, Alternate	No	
Higher Education	Hemlata Jhaveri	No	
	Ben Mendoza, Alternate	Yes	
Native Americans/Tribal Governments	Chris Nejo	Yes	
	Marcus Orozco, Alternate	No	
Philanthropy	Megan Thomas	No	
	Melissa Leon, Alternate	No	
Business Community	Yen Tu	No	
	Vacant, Alternate	N/A	
Taxpayers	Haney Hong	No	
	Kelly Batten, Alternate	No	
Workforce Development	Elana Metz	Yes	
	Vacant, Alternate	N/A	

Transit Agencies	Kimy Wall	No
	Vacant, Alternate	N/A
Libraries	Liz Vagani	Yes
	Missy Solis, Alternate	Yes
	Monnee Tong, Alternate	No
California Census Complete Count Office	Connie Hernandez	Yes
U.S. Census Bureau	Alex Aguilar	Yes
	Tana Lepule, Alternate	Yes
Elected Officials – Mexico	Mario Enrique Figueroa Matuz	No
	Natalia Figueroa, Alternate	No
	Alejandro Sanchez, Alternate	Yes
SANDAG Staff		

Amberlynn Griffin
Darlanne Hoctor Mulmat
Laurie Gartrell
Lindsey Hansen
Ray Major