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 sandag.org

# 2020 Census Complete Count Stakeholder Working Group

Wednesday, August 19, 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, August 19, 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:

- At the time of the meeting, listen to the audio stream through [sandag.org](http://sandag.org)
- Observe the meeting via Zoom: [zoom.us/j/96558748190](https://zoom.us/j/96558748190)
- Submit comments via email to [clerk@sandag.org](mailto:clerk@sandag.org)
- To participate via Telephone, dial a number based on your current location (US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799). The Webinar ID is: 965 5874 8190
- International numbers available: [zoom.us/u/ac3wo6aRwQ](https://zoom.us/u/ac3wo6aRwQ)

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**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](mailto:clerk@sandag.org) (please use “August 19 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, August 18, 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 Chair 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.

### MEMBER AGENCIES

Cities of  
 Carlsbad  
 Chula Vista  
 Coronado  
 Del Mar  
 El Cajon  
 Encinitas  
 Escondido  
 Imperial Beach  
 La Mesa  
 Lemon Grove  
 National City  
 Oceanside  
 Poway  
 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



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](http://sandag.org/meetings). Additionally, interested persons can sign up for email notifications at [sandag.org/subscribe](http://sandag.org/subscribe).

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请在会议前至少 72 小时打电话 (619) 699-1900 提出请求.



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### **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, August 19, 2020

| <b>Item No.</b> |  | <b>Action</b> |
|-----------------|--|---------------|
| +1.             | <b>Approval of Meeting Minutes</b><br>The 2020 Census Complete Count Stakeholder Working Group is asked to review and approve the minutes from its July 15, 2020, meeting.   | Approve       |
| 2.              | <b>Public Comments/Communications/Member Comments</b><br>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.  |               |
| 3.              | <b>Director's Report</b><br><i>Cindy Burke, SANDAG</i><br>An update on agency actions in support of this Working Group will be provided.   | Information   |
| <b>Reports</b>  |  |               |
| 4.              | <b>Update from the Census Bureau</b><br><i>Roberto Garcia, Census Bureau</i><br>An update on Census Bureau operations will be provided.  | Information   |
| 5.              | <b>California Complete Count – 2020 Census Office Update</b><br><i>Connie Hernandez, California Complete Count – 2020 Census Office</i><br>An update from the California Complete Count – 2020 Census Office will be provided, including an overview of resources, announcements, and events, particularly as related to non-response follow-up.   | Information   |
| 6.              | <b>Outreach Summary</b><br><i>Darlanne Hoctor Mulmat, SANDAG</i><br>A summary of outreach activities and impressions reported to date, including media strategies completed through local media consultant NST will be presented for review and discussion.  | Discussion    |
| 7.              | <b>Count Me 2020 Coalition Update</b><br><i>Michele Silverthorn, Count Me 2020 Coalition</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 with trusted messenger organizations. It is an integral partner with SANDAG in outreach for Census 2020. This presentation will provide an update on the efforts of the coalition, as well as activities and impressions achieved through State and local media consultants. | Information   |

- |   |                           |
|---|---------------------------|
| <p><b>8. Regional Representative Updates</b></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>  | <p><b>Information</b></p> |
| <p><b>9. Complete Count Outreach Reports</b></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> | <p><b>Discussion</b></p>  |
| <p><b>10. Upcoming Meetings</b></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, September 16, 2020, at 9:30 a.m.</p>   | <p><b>Discussion</b></p>  |
| <p><b>11. Adjournment</b></p>   |                           |

+ next to an item indicates an attachment



## **2020 Census Complete Count Stakeholder Working Group**

Item: **1**

August 19, 2020

Action: **Approve**

### **July 15, 2020, 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 9:30 a.m.

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

Action: Upon a motion by Kerry Jezisek (North County Coastal) and a second by Denise Becerra (County of San Diego), the Working Group approved the minutes from its February 19, 2020, meeting. Yes: Chair Davis, Lyn Dedmon (East County), Kerry Jezisek, Dulce Salazar (North County Inland), Matt Yagyagan (City of San Diego), and Denise Becerra. No: None. Abstain: None. Absent: None.

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

Megan Thomas (San Diego Grantmakers) announced that due to the effects of the COVID-19 pandemic, submission deadlines have been extended.

### **Reports**

#### **3. Update from the Census Bureau (Information)**

Roberto Garcia (U.S. Census Bureau) provided an update on Census Bureau operations and outreach efforts.

Action: Information only.

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

Connie Hernandez (California Complete Count – 2020 Census Office) updated the Working Group on available resources, announcements, final report requirements, and timelines.

Action: Information only.

#### **5. Black American Political Association of California Update (Information)**

Dhalia Balmir (Black American Political Association of California) provided an update on partnerships and outreach activities in the San Diego region and the greater Southern California region.

Action: Information only.

#### **6. Outreach Summary (Discussion)**

Regional Census Data Center Manager Darlanne Hoctor Mulmat summarized outreach activities and impressions reported to date for review and discussion.

Alan Kaplan (Engage San Diego) highlighted data collection activities with partner organizations.

Action: Discussion.

## **7. Non-Response Follow-Up Plans (Discussion)**

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. Darlance Hoctor Mulmat presented a summary of the plans submitted by the local jurisdictions for the period, and members of the Working Group discussed additional strategies.

Blanca Romero (NALEO Educational Fund) commented on the data reporting methodology.

Action: Discussion.

## **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.

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.

Dhalia Balmir commented to thank Engage San Diego partners for their efforts.

Action: Information only.

## **11. Upcoming Meetings**

The next Working Group meeting is scheduled for Wednesday, August 19, 2020, at 9:30 a.m. Alan Kaplan requested updates on media outreach from local and state collaborators.

## **12. Adjournment**

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

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

July 15, 2020

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

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

**SANDAG Staff**

Darlane Hoctor Mulmat, Regional Census Data Manager  
 Robyn Wapner, Manager of Government Relations  
 Lindsey Hansen, Public Communications Officer  
 Laurie Gartrell, Associate Government Relations Analyst  
 Pat Landrum, Director of Data and Modeling, Manager of Data Solutions