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 sandag.org

# 2020 Census Complete Count Stakeholder Working Group

Wednesday, September 16, 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, September 16, 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/93733047268](https://zoom.us/j/93733047268)
- 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. Webinar ID: 937 3304 7268.
- International numbers available: [zoom.us/u/adKxJy03tT](https://zoom.us/u/adKxJy03tT)

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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 “September 16 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, September 15, 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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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.



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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, September 16, 2020

<b>Item No.</b>		<b>Action</b>
+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 August 19, 2020, 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.	
3.	<b>Director's Report</b> <i>Cindy Burke, SANDAG</i> An update on agency actions in support of this Working Group will be provided.	Information
<b>Reports</b>		
4.	<b>Census Bureau Update</b> <i>Roberto Garcia, Census Bureau</i> An update on Census Bureau operations will be provided.	Information
5.	<b>California Complete Count – 2020 Census Office Update</b> <i>Connie Hernandez, California Complete Count – 2020 Census Office</i> An update from the California Complete Count – 2020 Census Office will be provided.	Information
6.	<b>Asian Pacific Islander Initiative Update</b> <i>JoAnn Fields, Asian Pacific Islander Initiative</i> An update on the 2020 Census outreach activities of the Asian Pacific Islander Initiative will be provided.	Information
7.	<b>Paving Great Futures</b> <i>JoAnn Fields, Asian Pacific Islander Initiative</i> An update on the 2020 Census outreach activities by Paving Great Futures will be provided.	Information
8.	<b>Outreach Summary</b> <i>Darlanne Hoctor Mulmat, SANDAG</i> A summary of outreach activities and impressions reported to date, as well as self-response rates, will be presented for review and discussion.	Discussion
9.	<b>Count Me 2020 Coalition Update</b> <i>Michele Silverthorn, Count Me 2020 Coalition</i> An update on the efforts of the Count Me 2020 coalition will be provided.	Information

- |  |                           |
|--|---------------------------|
| <p><b>10. Regional Representative Updates</b><br/>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>11. Complete Count Outreach Reports</b><br/>Advisory members of the Working Group and other stakeholders are asked to provide updates on their recent efforts to support 2020 Census Complete Count activities.</p>                                    | <p><b>Discussion</b></p>  |
| <p><b>12. Upcoming Meetings</b><br/>Members and other stakeholders are asked to suggest agenda items for the next meeting of the Working Group, which is scheduled for Wednesday, October 21, 2020, at 9:30 a.m.</p>   | <p><b>Discussion</b></p>  |
| <p><b>13. Adjournment</b></p>  |                           |

+ next to an item indicates an attachment



## 2020 Census Complete Count Stakeholder Working Group

Item: **1**

September 16, 2020

Action: **Approve**

### August 19, 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 Lyn Dedmon (East County) and a second by Denise Becerra (County of San Diego), the Working Group approved the minutes from its July 15, 2020, meeting. Yes: Chair Davis, Lyn Dedmon, Cecilia Barandiaran (North County Coastal, Alternate), Sylvia Solis Daniels (North County Inland), and Denise Becerra. No: None. Abstain: None. Absent: Tiffany Harrison (City of San Diego).

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

JoAnn Fields (Asian & Pacific Islander Initiative, Paving Great Futures) shared hard-to-count outreach activities to the Working Group and requested additional regional coordination and funding availability.

Blanca Romero (NALEO Educational Fund) announced outreach and education activities.

#### 3. Director's Report (Information)

Director of Research and Program Management Cindy Burke provided an update on agency actions in support of the Working Group.

Action: Information only.

### Reports

#### 4. 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:

JoAnn Fields requested additional information on outreach and hard-to-count activities.

Andrew Amorao (U.S. Census Bureau) informed the Working Group of Census information dissemination and outreach challenges.

Michelle Silverthorn (Count Me 2020 Coalition) clarified the process for follow-up outreach.

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

Connie Hernandez (California Complete Count – 2020 Census Office) gave the Working Group an overview of available resources, announcements, and events, particularly as related to non-response follow-up.

Action: Information only.

Roberto Garcia clarified the non-response follow-up process.

JoAnn Fields asked for clarification on the conclusion of official Census operations in the region.

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

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

Action: Discussion.

## **7. 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.

## **8. 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.

## **9. 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.

Action: Information only.

JoAnn Fields discussed upcoming outreach events to be conducted prior to the deadline.

## **10. Upcoming Meetings**

The next Working Group meeting is scheduled for Wednesday, September 16, 2020, at 9:30 a.m.

JoAnn requested agenda items for Asia & Pacific Islander Initiative and Paving Great Futures.

## **11. Adjournment**

Chair Davis adjourned the meeting at 11:19 a.m.

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

August 19, 2020

Jurisdiction	Name	Attended Virtually	Comments
South County	Angelica Davis, Chair	Yes	
	Reyna Ayala, Alternate	Yes	
	Kerry Jezisek	No	
North County Coastal	Cecilia Barandiaran, Alternate	Yes	
	Esther Sanchez, Alternate	Yes	
North County Inland	Dulce Salazar	No	
	Sylvia Solis Daniels, Alternate	Yes	
East County	Lyn Dedmon	Yes	
	TBD	N/A	
City of San Diego	Matt Yagyagan	No	
	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	?	
Elected Officials	Chevelle Tate	No	
	Lee Hernandez, Alternate	?	
	Diamond Wallace, Alternate	?	
K-12 Education	Andrew Sharp	Yes	
	Music Watson, Alternate	?	
Higher Education	Hemlata Jhaveri	?	
	Ben Mendoza, Alternate	?	
Native Americans/Tribal Governments	Chris Nejo	?	
	Marcus Orozco, Alternate	?	
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	
	TBD, Alternate	N/A
Libraries	Liz Vagani	Yes
	Missy Solis, Alternate	Yes
California Census Complete Count Office	Connie Hernandez	Yes
U.S. Census Bureau	Roberto Garcia	Yes
	Andrew Amorao, Alternate	Yes
	Alex Aguilar, Alternate	?
Elected Officials - Mexico	Mario Enrique Figueroa Matuz	?
	Natalia Figueroa, Alternate	?
	Alejandro Sanchez, Alternate	?
<b>SANDAG Staff</b>		

Darlane Hoctor Mulmat, Regional Census Data Manager

Robyn Wapner, Manager of Government Relations

Laurie Gartrell, Associate Government Relations Analyst