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Meeting Notice and Agenda

2020 Census Complete Count Stakeholder Working Group

Wednesday, August 21, 2019

9:30 to 11 a.m.

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

Staff Contact: Darlanne Hocter Mulmat
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Please silence all electronic devices during the meeting

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- and
- County of San Diego

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- California Department of Transportation
- Metropolitan Transit System
- North County Transit District
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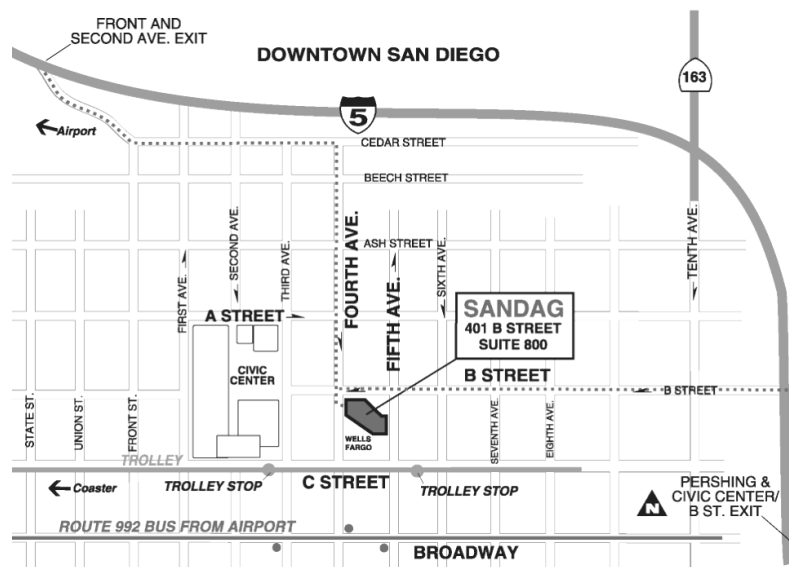
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2020 Census Complete Count Stakeholder Working Group

Wednesday, August 21, 2019

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 July 22, 2019, 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.	Information
Reports		
3.	Director's Report <i>Ray Major, SANDAG</i> An update on agency actions in support of the Working Group will be provided.	Information
4.	California Complete Count Implementation Plan Workshop Update <i>Connie Hernandez, California Census Complete Count Office</i> An update on the California Complete Count Implementation Plan Workshop held in San Diego on August 16, 2019, will be presented.	Information
+5.	2020 Census Complete Count Stakeholder Working Group A. Complete Count Outreach Reports <i>Robyn Wapner, SANDAG</i> 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. +B. Working Group Role and Objectives <i>Darlane Hoctor Mulmat and Robyn Wapner, SANDAG</i> The purpose of the Working Group is to involve community leaders throughout the San Diego region in developing a Strategic Plan and Implementation Plan regarding how county-allocated funds provided by the California Complete Count Census 2020 Office will be used to best encourage all people to respond to the 2020 Census, particularly those who have historically been hard to count. The Working Group is asked to discuss its objectives going forward, including roles, responsibilities, and coordination with the Count Me 2020 Coalition.	Discussion

6. Upcoming Meetings

Information

The next Working Group meeting is scheduled for Wednesday, September 18, 2019, at 9:30 a.m.

7. Adjournment

+ next to an item indicates an attachment



2020 Census Complete Count Stakeholder Working Group

Item: **1**

August 21, 2019

Action: **Approve**

July 22, 2019, Meeting Minutes

Chair Angelica Davis (South County) called the meeting of the 2020 Census Complete Count Stakeholder Working Group (Working Group) to order at 2:06 p.m.

1. Approval of Meeting Minutes (Approve)

Action: Upon a motion by Dulce Salazar (North County Inland) and a second Lyn Dedmon (East County), the Working Group approved the minutes from its July 11, 2019, meeting. Yes: Chair Davis, Mr. Dedmon, Ms. Salazar, and Gloria Cruz-Cardenas (City of San Diego). No: None. Abstain: County of San Diego. Absent: North County Coastal.

2. Public Comments/Communications/Member Comments

Joann Fields, Asian Pacific Islander Initiative, spoke regarding the importance for intentional hiring of appropriate Census staff to ensure a complete count.

Blanca Romero, NALEO, spoke regarding importance of the participation of the Latino community in the Census.

Reports

3. Draft 2020 Census Complete Count Strategic Plan (Recommend)

Darlanne Hoctor Mulmat, Regional Census Data Center Manager, asked the Working Group to recommend the Board of Directors approve the Draft 2020 Census Complete Count Strategic Plan, including funding allocations available to the jurisdictions for Census outreach.

Joann Fields, Asian Pacific Islander Initiative, spoke regarding the hard to count Asian Pacific Islander communities, the need for Census publications in Asian Pacific Islander languages, and funding allocation for potential gaps.

Ellen Nash, Black American Political Association of California, asked about the payment for deliverables and the timeline.

Dhalia Balmir, a member of the public, asked about media coverage for the Census 2020 outreach, and representation of immigrant leaders.

Diamond Wallace, Office of California State Assemblymember Lorena Gonzalez, commented that state-elected officials are a possible resource for identifying appropriate representation on the Working Group.

Action: Upon a motion by Mr. Dedmon and a second by Ms. Cruz-Cardenas, the Working Group recommended that the Board of Directors approve the Draft 2020 Census Complete Count Strategic Plan including funding allocations for each jurisdiction. Yes: Chair Davis, Mr. Dedmon, Cecilia Barandiaran (North County Coastal), Ms. Salazar, Ms. Cruz-Cardenas, and Mr. Patnoe. No: None. Abstain: None. Absent: None.

4. Count Me 2020 Coalition Update (Information)

Michele Silverthorn, United Way, provided an update on Count Me 2020 Coalition activities.

Ellen Nash, Black American Political Association of California, spoke regarding overlapping Census tract strategies for the outreach process.

Action: Information only.

5. Upcoming Meetings

The next Working Group meeting is scheduled for Wednesday, August 21, 2019, at 9:30 a.m.

6. Adjournment

Chair Davis adjourned the meeting at 3:37 p.m.

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

July 22, 2019

Jurisdiction	Name	Attended	Comments
South County	Angelica Davis, Chair	Yes	
	Reyna Ayala, Alternate	Yes	
North County Coastal	Kerry Jezisek	No	
	Cecilia Barandiaran, Alternate	Yes	
North County Inland	Dulce Salazar	Yes	
	Keith Gemmell, Alternate	Yes	
	Sylvia Daniels, Alternate	No	
East County	Lyn Dedmon	Yes	
	Lorena Cordova, Alternate	No	
City of San Diego	Gloria Cruz-Cardenas	Yes	
	Tiffany Harrison, Alternate	Yes	
	Adrian Granda, Alternate	Yes	
County of San Diego	Geoff Patnoe	Yes	
	Tiffany Anderson, Alternate	Yes	
Advisory Members			
Count Me 2020 Coalition	Michele Silverthorn	Yes	
	Ellen Nash, Alternate	Yes	
State Elected Officials	Chevelle Tate	No	
	Lee Hernandez, Alternate	Yes	
Federal Elected Officials	Rudy Vargas	No	
	Gabriela Tenorio, Alternate	No	
K-12 Education	Music Watson	Yes	
	Andrew Sharp, Alternate	No	
Higher Education	TBD	N/A	
	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	Sara Kamiab	No	
	Jaymie Bradford, Alternate	No	
Taxpayers	Haney Hong	No	
	Kelly Batten, Alternate	Yes	
Workforce Development	Elana Metz	No	
	TBD, Alternate	N/A	

Transit Agencies	Kimy Wall	Yes
	TBD, Alternate	N/A
Libraries	Liz Vagani	Yes
	Missy Solis, Alternate	No
	Monnee Tong, Alternate	No
Voters	Jennifer Avina	Yes
	Nancy Telford, Alternate	Yes
California Census Complete Count Office	Connie Hernandez	Yes
U.S. Census Bureau	Roberto Garcia	Yes
	Andrew Amorao, Alternate	No
	Nataly Schlafer, Alternate	No

SANDAG Staff

Darlanne Hoctor Mulmat, Regional Census Data Manager
 Hasan Ikhata, Executive Director
 Amberlynn Griffin, Deputy Legal Counsel
 Robyn Wapner, Senior Government Relations Analyst
 Cindy Burke, Applied Research Division Director



2020 Census Complete Count Stakeholder Working Group

Item: **5B**

August 21, 2019

Action: **Discussion**

2020 Census Complete Count Stakeholder Working Group: Working Group Role and Objectives

Introduction

With a goal to achieve a complete count of all residents in the San Diego region as part of the 2020 Census, the San Diego Association of Governments (SANDAG) is administering \$1,565,350 in state grant funding to coordinate local outreach efforts throughout the San Diego region. The purpose of the 2020 Census Complete Count Stakeholder Working Group is to involve community leaders throughout the San Diego region in developing a Strategic Plan and Implementation Plan for how the state grant funding will be used to best encourage all people to respond to the 2020 Census, particularly those who have historically been hard to count. These “hard to count communities” include, but are not limited to:

- People without broadband internet access
- Children under the age of five
- Individuals with limited English proficiency

Discussion

There are four primary organizations actively working in the San Diego region to support and encourage a complete count of every resident: the U.S. Census Bureau, the California Complete Count – Census 2020 Office, SANDAG, and the United Way, which leads Count Me 2020, a coalition comprised of more than 150 community-based organizations and civic groups conducting 2020 Census outreach.

In July 2019, the SANDAG Board of Directors approved the [2020 Census Complete Count Strategic Plan](#), which includes funding allocations available to each of the jurisdictions to support Census outreach activities in their communities. On July 29, 2019, SANDAG released a [Request for Applications](#) to enable the local jurisdictions or their delegate to apply for this funding. SANDAG will review applications to ensure that all requirements are addressed and execute contracts with all applicants meeting these requirements.

Upon conclusion of this review, SANDAG staff will develop the Implementation Plan, based on applications submitted by the jurisdictions detailing outreach activities throughout the region. The Working Group will be asked to review the Implementation Plan for recommendation to the Board. Following submittal of the Implementation Plan to the state, the two remaining items that require action by the Working Group include review of the Follow-Up Plan in spring 2020 and review of the Final Report in fall 2020 (Attachment 3).

Next Steps

The Working Group is asked to discuss its objectives going forward, including roles, responsibilities, and coordination with the Count Me 2020 Coalition.

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

Attachments:

1. 2020 Census Complete Count Stakeholder Working Group Charter
2. 2020 Census Complete Count Stakeholder Working Group Membership List
3. Timeline

2020 Census Complete Count Stakeholder Working Group Charter

Working Group Charter

Purpose

The purpose of the 2020 Census Complete Count Stakeholder Working Group (Working Group) is to involve community leaders throughout the San Diego region in developing a strategic plan and implementation plan for how the county-allocated funds provided by the California Complete Count Census 2020 Office (through SANDAG Contract 5005761) will be used to best encourage all people to respond to the 2020 census, particularly those who have historically been difficult to count.

Line of Reporting

The Working Group will provide one or more progress reports on its efforts to the SANDAG Board of Directors.

Responsibilities

Oversee the development and execution of the strategic plan, which is the framework for the 2020 Census Complete Count outreach efforts in the San Diego region, and the implementation plan, which will further refine the action steps necessary to execute the strategic plan. These plans include allocation of the available funding across various outreach activities.

Membership

Each SANDAG subregion, as well as the City of San Diego and the County of San Diego, shall have a voting representative on the Working Group. The primary member of that subregion on the SANDAG Executive Committee shall appoint an elected official or staff member from one of the member agencies within that subregion, as well as one or more alternates, to represent the subregion as a voting member on the Working Group. Additional nonvoting advisory members may be added at the discretion of the Working Group Chair to foster input from other public agencies, the business community, the education community, and community-based organizations.

Selection of Chair

The voting members shall elect a Chair of the Working Group from among themselves. The Working Group chair may appoint a Vice Chair as needed to help manage the group's workload and responsibilities.

Meeting Time and Location

The Working Group will meet at SANDAG as frequently as needed to achieve its responsibilities as determined by the Chair.

Duration of Existence

The work of the Working Group will conclude by December 2020 when the agreement with the California Complete Count Census 2020 Office expires.



2020 Complete Count Stakeholder Working Group

The 2020 Census Complete Count Stakeholder Working Group oversees the development and execution of outreach efforts in the San Diego region for the 2020 Census to ensure that everyone is counted once, only once, and in the right place.

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

Voting Members

Primary Members	Alternates
Angelica Davis, Chair City of Chula Vista <i>Representing South County</i>	Reyna Ayala City of Imperial Beach <i>Representing South County</i>
Lyn Dedmon City of La Mesa <i>Representing East County</i>	Lorena Cordova City of El Cajon <i>Representing East County</i>
Kerry Jezisek City of Carlsbad <i>Representing North County Coastal</i>	Cecilia Barandiaran City of Oceanside <i>Representing North County Coastal</i>
Dulce Salazar City of Escondido <i>Representing North County Inland</i>	Keith Gemmell City of San Marcos <i>Representing North County Inland</i>
	Sylvia Daniels City of Vista <i>Representing North County Inland</i>
Gloria Cruz-Cardenas San Diego City Council President Georgette Gómez's office <i>Representing the City of San Diego</i>	Tiffany Harrison Councilmember Monica Montgomery's Office <i>Representing the City of San Diego</i>
	Ally Berenter City of San Diego Mayor Kevin Faulconer's Office <i>Representing the City of San Diego</i>
Geoff Patnoe <i>Representing the County of San Diego</i>	Tiffany Anderson <i>Representing the County of San Diego</i>

Advisory Members

Primary Members	Alternates
Michele Silverthorn United Way <i>Representing Count Me 2020 Coalition</i>	Ellen Nash Black American Political Association of California (BAPAC), San Diego Chapter <i>Representing Count Me 2020 Coalition</i>
Chevelle Tate California State President pro Tempore Toni Atkins' Office <i>Representing Elected Officials</i>	Lee Hernandez CA State Assemblymember Shirley Weber's Office (District 79) <i>Representing Elected Officials</i>
	Diamond Wallace CA State Assemblymember Lorena Gonzales' Office (District 80) <i>Representing Elected Officials</i>
Music Watson San Diego County Office of Education <i>Representing K-12 Education</i>	Andrew Sharp San Diego Unified School District <i>Representing K-12 Education</i>
Hemlata Jhaveri University of California, San Diego, Housing, Dining & Hospitality, Executive Director <i>Representing Higher Education</i>	N/A
Chris Nejo Pala Band of Mission Indians <i>Representing Native Americans/Tribal Governments</i>	Marcus Orozco Pala Band of Mission Indians <i>Representing Native Americans/Tribal Governments</i>
Megan Thomas San Diego Grantmakers <i>Representing Philanthropy</i>	TBD <i>Representing Philanthropy</i>
Yen Tu San Diego Regional Chamber of Commerce <i>Representing Business Community</i>	N/A
Haney Hong San Diego Taxpayers Association <i>Representing Taxpayers</i>	Kelly Batten San Diego Taxpayers Association <i>Representing Taxpayers</i>
Elana Metz <i>Representing Workforce Development</i>	TBD <i>Representing Workforce Development</i>
Kimy Wall North County Transit District <i>Representing Transit Agencies</i>	TBD <i>Representing Transit Agencies</i>
Liz Vagani County of San Diego Public Library <i>Representing Libraries</i>	Missy Solis County of San Diego Public Library <i>Representing Libraries</i>

Primary Members	Alternates
	Monnee Tong City of San Diego Public Library <i>Representing Libraries</i>
Connie Hernandez Regional Program Manager <i>Representing California Census Complete Count Office</i>	N/A
Roberto Garcia Partnership Specialist <i>Representing U.S. Census Bureau</i>	Andrew Amorao Partnership Specialist <i>Representing U.S. Census Bureau</i>
	Nataly Schlafer Partnership Specialist <i>Representing U.S. Census Bureau</i>

Timeline

