

2020 Regional Census Complete Count Committee (CCCC) Meeting

Summary

November 21, 2019

3:00 p.m. to 5:00 p.m.

Thomas Branigan Library (Roadrunner Room)

200 E. Picacho Ave., Las Cruces, NM

Meeting began at 3:07 p.m. officiated by Liz Reed, committee co-chair representing Doña Ana County and Jamey Rickman, committee co-chair representing the City of Las Cruces.

Introductions of any new individuals – All attendees introduced themselves regardless of tenure on committee.

Approval of Meeting Minutes – Amended with addition of David in Hatch applied and received community grant. Minutes approved with amendment.

Updates from Census Bureau – Steve Montano

- Thanked the committee for their efforts
- Las Cruces HS vs Mayfield - Passed out 15000 flyers
- Letter of commitment – Secretary of Education, superintendents proactive with students and educators to promote the census.
- Jobs – first week of Dec., calling applicants still in pool
- Three grants – ICount NM webpage
 - Library
 - Non-profits working with immigrants
 - Faith based orgs
- Letter of support from Bishop
- New Media Specialist for Southern NM – Oscar
- No more swag to provide – can create on own
- Help with the faith organizations. Carrie and Cathy have a plan.
- Survey update

City of Las Cruces Update – Jamey and Karla

Karla presented Census photo booth at Spooky downtown event in October.

Doña Ana County Update – Liz Reed (detailed notes attached to summary.)

Community action

- Showed official DA Census FB page – please like and share
- Contracts with Lamar Billboards has been finalized
- Promotoras – Empowerment Congress
- Contracts with media outlets still pending
- Radio Station -PSA -paying for some commercials & getting some PSAs
 - Bravo & Adams
- Kelly/Luce will be writing the scripts – English and Spanish

- Order swag tomorrow
- Luce created flyer and copies are available
- Authorize when someone
 - Utility bills – 6000+ City
 - 4000 County
 - 4000 Chaparral
 - Anthony Sanitation District – Mary will contact

Will go out early next year

Flyers will be put on counters at county and posted for less waste

Finance Conference – Dec. 15

- o Further along in the process
- o Marketing discussion
- o Conference call #

Shooting video for Public Service Announcements (PSAs):

- Placitas Community Center - seniors
- Hatch Public Schools – kid lunches
- Senior Center in Anthony most popular
- Placitas Senior Center had response rate Census 50%
- Hatch Valley School community event
 - o If having event, keep in mind up to five remotes with Adams Radio covered by grant
- 20 tribal inter-governmental agreements have been signed – Tribal agreements
- Teacher program – Rebecca Burt, NM Public Education
 - o State contracted with Media Desk in Albuquerque (serve as a hub for information training, communication effort, bi-weekly census newsletters)
- Chris Schoorer/Real Time Solutions – web design
- Telephone help in 60 languages, 60% self-response rate, statewide 63K + address added

Community of Hope- Nicole Martinez

- A specialist from the Census can help with that
- Start with that population
- Start in January at shelters
- Same for prison, college, shelters

Subcommittee Reports

- Public Relations Outreach Mary Carter & Steve Chavira – Mary attended summit sponsored by Census. Notes from that summit:
 - When posting, use #Census2020, #Censo2020 pushing co-branding
 - Report any misinformation to Steve at census bureau immediately
 - Census not mailed to PO boxes, only to homes, may impact the rural communities

- Cathie mentioned some rural areas don't even have streets and go by coordinates.
 - Some people have PO Box in one area and live in another
 - March 12-July 21 – Timeline done after July 21
 - May – July – Visiting homes
 - o After six visits they will go to the next neighbor to get info.
 - Recruit key people to spread the word. PSAs, media
 - Use social media at every level. Social posts can become news story.
 - Everyone counts including immigrants, undocumented, green card, etc.
 - Tax season starts in February -capture captive audience
 - WIC Offices/food bank/NM human resources
 - Contact the Mexican Consulate to use their resources, possibly mobile consul unit
 - Roll into sermons during holidays
 - Meme contest for youth
 - Kiosk at public hospitals
 - Get out the Vote app, get ideas from other states
 - Flyers at grocery stores
 - Sam's & Walmart allocation to small funding – won't hurt to ask
 - If get commitment, City can print out posters for them – Mary will ask Walmart on Valley Dr.
 - Kudos remark and insight about Southern NM from Steve M.
- Civic Organizations Subcommittee | Cathie Fern
 - Had contacted civic orgs previously
 - Plans to go back now – about 20 people
 - Faith-based Subcommittee | Cathie Fern, Kari Bachman
 - Initial meeting with leaders of faith groups.
 - Dec. 31 –go back before Dec. 31 with the new materials and follow up in January to see if they did what they were supposed to do.
 - Business Subcommittee | Annette Gutierrez – not in attendance
 - Colonias Subcommittee | Espy Holguin – not in attendance
 - Education Subcommittee & Health Subcommittee | Paul Dulin – not in attendance, Susie Cordero reported instead
 - Read minutes from last subcommittee meeting (attached)
 - Health Subcommittee | Patti Spencer – No update. Is looking for funding to pay for printing
 - NMSU- Jamey Patterson
 - Bullets emailed by Roseanne Bensley:

- Lorraine McCullough provided artwork for the Pan Am Marquee which was approved. Also, for TAOS napkin holders - 6.5 in by 3.75 in
- Minerva Baumann is assisting us to get the URL you suggested on the NMSU homepage - www.icountnm.gov
- Assistance by Jennifer Chandler: Unfortunately, we don't have the ability to run screensavers on our lab computers, but we do have table tents next to the computers to we use for this purpose. We can definitely put the PSA into the table tents. We also have bulletin boards we can post to as well. My students should have the cartoon graphic completed by the end of the week. Goal: is to have them run on Canvas (students and faculty) and myNMSU (All NMSU students, faculty and staff) – First week in December and repeated in January. Again, in March to promote the Census coming out in April.
- ASNMSU: Since we last spoke at the most recent meeting in the Dean's office, I have some updates for you. President Evan Connor has agreed to have pictures taken of him for the billboards and other promotional material that may be required. Additionally, our Public Relations Department has expressed interest in aiding with small promotional items for increased awareness of the census (i.e. hand sanitizer, lip balm, stickers, etc.). And lastly, I have sent out the link to the YouTube video that was provided to all the College Council presidents for them to disperse to their member organizations along with information about employment opportunities. I will be keeping them posted and ensure that there is semi-constant talk of the census among the student groups.
 - o I also took the liberty in sending the same information to the CAMP group on campus which will reach out to the more underrepresented demographic on campus.
 - o Please let me know if there is anything else I can do to push information to students. I really appreciate all your work in this initiative.
 - o Warmest regards, **Mathew Madrid**, Director of Governmental Affairs, E-mail: asnmsuga@nmsu.edu, Cell: 575.202.4591, Work: 575.646.4415
- NMSU Career Services – added link <https://www.youtube.com/watch?v=Eq-FMB4epyw&feature=youtu.be> on Handshake for access of all students NMSU-systemwide
- Need to reach out to DACC and ASNMSU about student video contest
- Need release form for photos for billboards
- December 3, 2019: Meet with Edmundo Resendez KRWG and Liz Reed at Dona Ana County's Admin Conference Room 2nd Floor
- **NMSU Census 2020 - Next Meeting will be on December 5, 2019 at 3:30 pm**
- Roseanne – Canvass/multiple times per day, platform for internal communication and tasks
- Need to contact DACC about Census PSAs

- If the University produces the commercial the County pays for being on Comcast.

Misc.

- Introduction: Oscar Arriaga, formerly with PIO City of EP and Housing Authority
New media specialist for southern region
- Pat B – Send event dates to Pat for reporting to grant. Email or send to Liz, report quarterly to the State/December 575/386-4345,
patriciab@donaanacounty.org

Final Comments

Steve M – met with Steve in Sunland Park and waiting for newly elected officials to be in place.

Be on look out for any trusted community members to be on camera or lend their voice for getting message out.

Oscar Arriaga, Media Specialist for Census

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Next Meeting Date and Time – no meeting in December.

Next meeting in January at DAC building. Date & Room TBD.

Adjournment of meeting was 4:30 p.m.

Notes for November 21, 2019 Regional Census Complete Count Committee Meeting Liz Reed

Overview of County Updates

Contracts/agreements with Community Action Agency for Southern New Mexico, Adams Radio and Lamar Outdoor Billboards have been signed and executed. Should one of the local census committee partner agencies like to request assistance of promotoras for your 2020 Census event in a HTC, please contact Daisy Maldonado. Daisy also knows the Scope of Work requirements that are outlined in the county's contract.

Still working to finalize contracts, agreements and purchase orders with KTAL, Spectrum Reach (Charter Communications, LLC), bus wraps, Bravo Mic, KRWG Public Radio, Las Cruces Bulletin, Screen Vision (movie theaters) and Cobblestone.

Hoping to finalize the order for promotional items order tomorrow (Friday, Nov. 22). Order includes pencils, pens, notepads, microfiber cleaning cloth, stickers, and crayons (box of four).

There is a flyer developed by Luce Rubio, in English and Spanish; brought some copies to the meeting. I would recommend that the flyers be posted, instead of handed out. Concern that if the flyers are handed out at big events, the information may just end up on the ground or in the trash. There are limited resources for this promotional effort.

I was on census panel at the New Mexico Infrastructure Finance Conference to highlight local information and efforts. Recently, invited to be on the Local Complete Count Committee Panel Discussion at the New Mexico 2020 Complete Count Commission Meeting on December 5. Also on December 5, the local census committee chairs and co-chairs have been invited to attend the Statewide Local Complete Count Committee's Media Coordination Meeting. Conference call information is: the conference call-in number: (605) 313-5111; the conference access number: 603524

Working with Joseph Vargas, County Media Developer, on designs for billboards, posters, and scheduling to film for video/commercials, etc. In December, we plan to film at the community center in Placitas to highlight senior meals provided by Adelante. While there, have seniors talk about grandparents needing to count grandchildren that they are raising in the 2020 Census. In addition, Joseph and I hope to arrange to film at Hatch Valley Public Schools while we are in that part of the county. Joseph is capturing other photos and videos when out for utilization in local census promotional effort.

Meeting with Hatch Valley Public School's Education Subcommittee representatives in early December to discuss their February 2020 Census community event; purpose of meeting is to determine how the county can assist with the limited funding from state grant. To plan for refreshment expenditures, need to know ASAP of any other events that are being scheduled. Keep in mind, once the funding for refreshments is expended, there is currently, no additional funding.

Kelly Jameson and Luce Rubio will work on scripts to be recorded by trusted community members for radio commercials, etc.

Continue to assist Rio Arriba County with their 2020 Census efforts. Recently emailed examples of contracts to other census committees in the state.

Attended the November 4, 2019 – State Census Commission Meeting in Santa Fe

Twenty (20) Tribal Intergovernmental agreements have by signed and executed by the New Mexico Indian Affairs Department. There was a Tribal Complete Count Committee Panel Discussion with representatives from Jemez Pueblo, Laguna Pueblo, and San Felipe Pueblo. Panelists discussed ways that they plan to reach out to their communities. Like various areas in the state, there is limited internet connectivity.

Rebecca Burt, Community Engagement Director, from the New Mexico Public Education Department (PED) said that she and others in the department have been meeting with families, educators and business community (such as Chambers of Commerce). She indicated that they have presented at the Las Cruces Chamber of Commerce. Ms. Burt discussed census resources for teachers and the Teacher Ambassador

Program for the U.S. Census Bureau. There are three commercials under development by the PED; goal is to have it finished by February. PED is conducting outreach at state championships as well. Question asked about PED's relationships with PTAs, PTOs and teacher unions. Ms. Burt said that PED has good relationships with these groups.

The State of New Mexico has entered a contract with Media Desk, a marketing/communications firm, located in Albuquerque. José Viramontes, CEO and Olivia Faust, Communications Associate attended the meeting. Media Desk's role includes the following:

1. Serve as a hub for information (Icountnm.gov website is where they will put resources)
2. In-person training, communication workshops
3. Meet with each county POCs about marketing/communications etc.
4. Building bi-weekly census newsletters

Chris Schroeder, COO, Real Time Solutions (Web Design and Software Solutions Company) discussed the IcountNM Social Media Plan. Mr. Schroeder indicated that the state would put money behind Facebook posts regarding 2020 Census jobs. In addition, continue to push out information, including captions to counter the inaccurate information out there about the 2020 Census. Encourage all committee members to check out the IcountNM Facebook page, like it and share with others. Question was asked about the ads etc. on the Facebook page being in Spanish. Mr. Schroeder indicated that they would need to find someone who can help translate the information into Spanish.

Update from the U.S. Census Bureau – Reminder telephone assistance will be in 16 languages. Nationally, the Bureau expects 60 to 70 percent self-response rate.

Update from Robert Rhatigan, Acting Chair, State Census Commission and State Demographer.

- Statewide 63,190 addresses added.
- Federal Government Accountability Office (GAO) looking into LUCA. If interested, there is a GAO report at <https://www.gao.gov/products/GAO-20-17>. According to the report's overview, the U.S. Census Bureau received 5.1 million address updates, more than expected. The Bureau reviewed only a fraction; Census workers will have to visit more addresses in person – which could mean millions of dollars of additional fieldwork.
- Some of the addresses sent to the feds is under appeal with the Office of Management and Budget.
- State officials talked to Dr. Steven Dillingham, U.S. Census Bureau Director, about coordinating census messaging.
- Differential Privacy was discussed, a new standard for protecting data. Information is at https://www.census.gov/about/policies/privacy/statistical_safeguards/disclosure-avoidance-2020-census.html.