

2020 Regional Census Complete Count Committee Meeting Notes  
January 23, 2020  
3:00 p.m.-5:00 p.m.  
Doña Ana County Government Center

Meeting began at 3:05 p.m. officiated by Liz Reed, Committee-Co-Chair representing Doña Ana County. Jamey Rickman, Committee Co-Chair representing City of Las Cruces not present due to illness.

**Introductions**-were made by individual attendees

**Approval of minutes**-approved

**Updates from Census Bureau**-Jackie Diego

- Any events members organize or attend please let her know so she can update the ICount website.
- Jacqueline will send out You-Tube Video about Internet Self Response to the 2020 Census; [https://youtu.be/fXg1\\_1HHkzA](https://youtu.be/fXg1_1HHkzA)
- Somebody asked if a person does not speak English how will they be able to complete Census over the phone. Jacqueline explained when they call they will get an option to select language. Census forms will be in many languages.
- If anybody has, any questions do not hesitate to contact her or staff at the Census office at 575 323-6700.
- Census office is still recruiting. People have been asking members how to get status of their applications. Call Census office at 575 323-6700.

**American Library Association's Library Census Equity Fund Grant Award**-Margaret Neill, Library Administrator, City of Las Cruces Thomas Branigan Memorial Library

- City of Las Cruces accepted the award to provide hot spots at city facilities and purchase laptops for people to complete their Census.
- Displays will be located at the library related to Census
- City of Las Cruces will have a Census Day on April 1<sup>st</sup> to promote Census and provide assistance to fill out forms

**Mesilla Valley Community of Hope grant application to NM Counts 2020**-Nicole Martinez

- Applied for a grant through the Albuquerque Community Foundation; it was a quick turnaround as they received the RFP five days prior to grant application being due. The grant will be used to conduct outreach to homeless. Expect to learn outcome of grant application in near future.

**Updates from City of Las Cruces**-Ceci and Karla

- City of Las Cruces will have a press conference on January 31, 2020 at City Hall Council Chambers to unveil 2020 Census Campaign
- Passing out flyers in English and Spanish-contact Ceci or Karla if anybody needs flyers etc.

- Neighborhood Leadership Academy has started; census will be a topic.
- Planning a Census Day event on April 1<sup>st</sup>.

### **Updates from Doña Ana County-Liz**

- Four billboards budgeted in census grant are up - South I-10 near Vado, South Main Street/Hwy 478, I-25 near Doña Ana, Hwy 70 near Moongate/ Butterfield area
- Five wraps will be on the South Central Regional Transit buses in Spanish. Interior will be 11 x 17 flyers in English about the census.
- Bus wraps for City of Las Cruces Roadrunner Transit still pending; there will be one in Spanish and one in English as recommended by Ceci.
- On January 10, 2020, staff met with Spectrum Reach/Charter Communications representatives. Took over two months to negotiate the contract and Terms and Conditions with the company (contract signed and executed mid-Dec.). Spectrum Reach is working on banner ads for the internet.
- Media Developer Joseph Vargas filmed the Adelante's Senior Meal program at the Placitas Center. Joseph is working on finalizing the video.
- Liz showed the local flyers that the county Media and Public Communications Department created and have been distributing. Liz made thousands of copies of the flyers for members to take and post in areas of the county.
- The artwork and text for the posters have been submitted to ABC Printing for production. Liz understands it takes 7-10 days. An email will be sent out to notify the committee members that posters can be picked up.
- Liz again mentioned that the county can pay for advertisement via the census grant; that if agencies/organizations produce video spots or willingly to record radio commercials, to let her know.
- Paul asked Liz to share flyers, etc on One Drive.
- Need local voices and images for radio and movie theater spots. Kelly, Luce and Liz have been writing some scripts.
- Promotional items such as note pads, pencils, crayons and cloth glass cleaners that were purchased from the grant were passed around to members to show what items are available. Pens are still pending. Liz asked committee members to let her or Pat Bieber know ASAP when their census events are taking place; then it can be determined the distribution of promotional items based on what was budgeted under the census grant.
- T-shirts for community health care workers and others who work directly in the communities have been ordered.
- Liz met with Mayor Nora Barraza, Cynthia Stoechner-Hernandez, and Dorothy Sellers, from the Town of Mesilla. Mayor Barraza plans to have a Census event on Saturday, March 21<sup>st</sup>. Liz mentioned to her that there is funding for refreshments.
- Liz, Susie, Luce and Ceci met with the local New Mexico Health Department (NMHD) staff to discuss Census and how to reach their clientele. NMHD requested Census training to help fill out Census forms. Paul mentioned that he has also requested training for quite some time and training is asked of him all the time. Cathie Fern wants to know who she can contact if businesses want to have a training site. Paul or Liz will send information about training sites. Please keep in mind that Doña Ana County can host

“Train the Trainer” at community centers and the Government Center (depending on date of training and space availability) once Census Bureau provides the information.

- Via email, Liz shared the video on YouTube about Internet Self Response to the 2020 Census; [https://youtu.be/fXg1\\_1HHkzA](https://youtu.be/fXg1_1HHkzA)
- Susie printed 14,800 Census flyers to go out with utility March statements for CRRUA, Doña Ana County Utilities and Lake Section Water Company in Chaparral.
- Susie working on compiling a list of sites for public dissemination where individuals can go to complete the census online. **Contact Susie** if you want your organization on the list of public sites. We want to publicize locations by end of February/early March so people know where to go to complete their Census online.
- At the county’s Board of County Commissioners Meeting on January 28, 2020 at 9:00 a.m., there will be an update on the Census project.
- County is waiting for KRWG Public Media to return the signed contract for the documentation to be routed to County Manager’s signature to be executed. Liz emailed programming recommendation to KRWG Public Media of a round table discussion about the 2020 Census, along with a list of potential guests. KRWG Public Media is working on developing that program.
- Liz reminded the committee that there is a local Facebook page. Karla Walton from the City of Las Cruces and Corrie Stone from the County are the administrators; Liz commented how they are doing a good job on sharing information. Also, asked committee members to like the local Facebook page and share with others.

#### **Update from Community Action Agency/Empowerment of Congress on Community Health Workers/Promotoras-Daisy Maldonado**

- Have sent out flyers.
- Community Action Agency has monthly trainings for in-home daycare centers; census is among the topics.
- Having a training at GISD Early Childhood Coalition in March at the Vado/Del Cerro Community Center.
- CAA has contracted eight promotoras through the county contract (census grant). They are conducting canvassing in the twelve census tracks, which are the hardest to count, in the county per U.S. Census Bureau data. The promotoras will be canvassing in shifts four days a week until the end of May. Daisy reported that January 8, 9 and 11 – 726 homes were visited; January 13-18 – 900 plus homes visited. Exact numbers were pending.
- Daisy will have a Census Loteria activity for communities to participate at events. Other census committee members were interested in the Loteria and how it works. Daisy indicated she’d share with the committee.
- Daisy is concerned about gated communities; how will those people be reached. This issue needs to be addressed by Craig Buckingham, the Census Bureau local office manager. Jackie recommended that Daisy contact Craig for information.
- Empowerment Congress has information about the 2020 Census on their Facebook page; and that is mirrored on the Community Action Agency for Southern New Mexico’s Facebook page.

- Daisy informed that they are planning informational sessions about the census at five county community centers, with help of Juanita and Claudia (County Health and Human Services Department) – Vado, Butterfield, Chaparral (Delores Wright), Radium Springs and Doña Ana. Sessions will take place in February, March and April.

#### **Update from NMSU Census Committee-Roseanne Bensley**

- Roseanne mentioned the billboard that profiles higher education and the census on South Main Street (paid for by census grant).
- Videos will be produced
- Student government will provide 500 water bottles for students who fill complete the census form
- NMSU will incorporate Census in all student activities
- Will reach out to faculty to see if they will do extra credit for those students who fill out their Census. After you fill out your Census, you will get a message online that says it's been completed and they can use that as proof for their extra credit.
- Census cartoons on computer labs at NMSU
- Handshake software will have Census 2020 appearing on computers at the top of the screens
- A section has been added to the NMSU website; requested the information be moved from the bottom of the main page to a prominent location during the height of census.
- Roseanne sent a call out to students for additional marketing photos and a video.
- Canvas Program for all students logging in will be able to see Census 2020 information

#### **Outreach Plan Review-Liz**

- Liz went over the Outreach Plan that was approved by the census committee in August 2019. There was a revision about the census committee providing written sermons. It is Liz's understanding from state officials that Doña Ana County is ahead in the process than other counties; something the committee should be proud of.
- Jackie read each question that is on the 2020 Census form as there were inquiries about the document.

#### **Civic Organization Subcommittee-Cathie Fern**

- Cathie is going to revisit all places she's been and hand out flyers
- PDF's are being requested to mail out to customers or provide flyers to distribute at local businesses

#### **Faith-based Subcommittee-Cathie Fern and Kari Bachman**

- Cathie went to 20 churches
- Cathie met with George Miller and he will provide her with contact names of inter-faith group and their meeting schedule so she can attend.
- Any census committee members interested in helping reach the faith-based leadership and community, please contact Cathie.

**Education Subcommittee**-Paul Dulin

- Each district from Hatch, Gadsden and Las Cruces Public Schools will send out notices where they can fill out their Census forms and provide assistance to parents.
- Paul mentioned that school staff want training to assist families to fill out forms

**Health Subcommittee**-Paul Dulin and Pattie Spencer

- Patti will coordinate with Daisy to provide Census presentations to patients and health care providers
- La Clinica de Familia will distribute flyers to their patients and health care providers
- Hospitals and Ben Archer Clinics are willing to advertise Census 2020 in their facilities

**Final Comments**-Oscar Arriaga, Media Specialist for Census, he has been meeting with news media outlets and letting them know about Census 2020

If you know of anybody who wants to do Census 2020 radio commercials, please let Liz Reed know.

Liz reminded members that she printed flyers for those who wanted to take them to distribute.

**Next Meeting date and time**-February 20, 2020, 3:00 p.m.-5:00 p.m. at the Doña Ana County Government Center, Multipurpose Room 117.

**Adjournment** of meeting was 4:45 p.m.