

Approved

MINUTES

2020 REGIONAL CENSUS COMPLETE COUNT COMMITTEE

March 19, 2020 Meeting

3:00 – 5:00 PM / Via Teleconference

The meeting was called to order at 2:00 pm by Liz Reed who introduced Erlinda Portillo as the Census Outreach Coordinator

1. **Spectrum Reach:** Liz introduced Ray May from Spectrum Reach who presented the digital campaign for the month of February. Ray displayed the various websites where the creative digital display ads are located; how it was determined those were the sites to include the information; the click ratio and total impression; how people were gaining the information; majority of people that are seeing the digital ads via desktop or mobile devices. A hard copy of Spectrum Reach's report for February and the recorded WebEX presentation will be shared with the committee
2. **U.S. Census Bureau Update. Census staff Sergio Martinez, Partnership Coordinator, Dr. Mercy Alarid, and Juan Barraza:** With the departure of Steven Montano, as the local Census Partnership Specialist, Mr. Martinez updated that Juan Barajas will be covering Southern New Mexico as Partnership Specialist and that the Bureau has other staff in El Paso who will be able to cover. Mr. Barraza's contact information: (505) 715-1575 and juan.barajas@2020census.gov.

A question was asked as to whether the Bureau is still hiring. Mr. Martinez indicated that the Bureau already selected positions for Group Quarters; that their focus of hiring is for the Non-Response follow-up positions. City of Las Cruces staff shared that their office has received contact from the public about applying for Census Bureau jobs and not hearing anything back.

Sergio responded that field operations are on hold until April 1 due to CONVID-19. All operations (Update Leave, Group Quarters) will be delayed by two weeks. Field Managers will resume April 1 and training has been halted for the entire NM area for two weeks. Priority selections have been postponed specific to response rates by zip code and area.

Group enumeration started two-three weeks ago; Advance count was made despite some college students continuing classes from their homes (wherever they come from) students still need to be counted in Doña Ana County if they spend the majority of time here.

Despite the fact that the census committee was informed from the beginning that ROAM would be updated in real time to reflect 2020 Census responses, that is not the tool now. The 2020 Census self-response information is located at: <https://2020census.gov/en/response-rates.html>. The information is available by Census Tract.

4. Liz Reed reminded everyone about the upcoming State Census Commission Webinar on March 25, 2020 at 2:00 pm. She opened up discussion as to how the Coronavirus will affect the 2020 Census Promotion efforts.

5. **COMMITTEE REPORTS**

Roseanne Bensley reported the shift to on-line learning for the remainder of the semester; Group Quarters - made connection with NMSU local housing authority; they had not been approached; 2 weeks after NARFO; Contacted NMSU Communications Department and sent a link with instructions to respond with address.

Susan Roberts, Catholic Diocese of Las Cruces and Erlinda Portillo, Census Outreach Coordinator for the County, discussed output efforts on the Diocesan website, newspaper and church bulletins. Due to the COVID virus, outreach through the individual churches may not be possible due to impending closing of church services.

Committee Discussion, The committee discussed other group leveraging, existing social media platforms and email listservs to spread the word about the 2020 Census. Due to the public health measures in place to curb COVID-19 spread and ever-changing determinations, most of the local census community events were cancelled. The Scope of Work, under the contract with Community Action Agency/Empowerment Congress, will need to be amended due to the pandemic. Liz suggested that Daisy contact Anabel and Claudia at County HHS to discuss further.

Discussion about inserting reminder flyers in utility bills. Liz Reed asked Jamey Rickman how many flyers the City of Las Cruces would need. Jamey could not provide the numbers at the time but indicated she would check; however the cost was \$4,000 last time.

Daisy Maldonado, Empowerment Congress updated that the promotoras have dropped off materials at 11,082 households; have had 3,549 conversations about the census; 1070 people signed pledges to complete the census. Since January, promotoras hosted 28 informational sessions reaching both community and in-home day cares. They have also provided information via Facebook and Instagram. RECES Conference was cancelled. Daisy still has the local census promotional items that Liz provided. Discussion followed about door hangers. Erlinda will work on obtaining printing quotes as required by purchasing law/process for external printing and will work closely with Pat Bieber.

Jeanette Christ from Mesilla Valley Community of Hope (MVCH) reported that their February 20th Census Fair reached 70 people. They provided food, prizes and goody bags. Since mid-February, Jeannette had reached out to 586 people. MVCH plans to proceed with their Census Fair on Monday, March 23, 2020 from 9am to 11am. They will limit the number of people in the room and will have hand sanitizer available.

Jamey Rickman and Karla Walton updated that the bulk shift of the City of Las Cruces effort has been to social media. They sent out 900 flyers via senior meals in addition to 39,200 utility bill mail out. Karla recorded some activities with the kids. She also shared a Superhero Art Contest where contestants can submit their drawings via email.

Erlinda Portillo briefed on some of the efforts of the County. Staff is working with county Treasurer Eric Rodriguez to facilitate including 2020 Census information with the tax bills which are mailed to over 30,000 property owners. She is also working with Joseph on the message to go in the County billing; a banner to place on the Diocese website, radio scripts and new flyers to include phone numbers that the public can call for help in completing the census form as well as the Census website: www.2020census.gov.

Joseph Vargas, County Media Developer, updated the committee on the work he is doing including the video submitted to Spectrum Reach which can be viewed on Comcast and DTV homes. He is working on other videos, retargeting ads from the State Census website to the federal site of www.2020census.gov.

Cathie Fern shared that the front of the Las Cruces Chamber's insert in the Las Cruces Bulletin on March 7, included information about the census. Cathie met with 32 pre-schools (not LCPS); distributed all the posters, met with faith-based organizations; however, since they are not holding services she did not see what else she could do. Erlinda suggested that they might want to put something on their church website such as the Catholic Diocese will be doing since there are no services scheduled.

Paul Dulin reported that he was in need of more posters for Hatch including clinics; he stated that since the schools were closed and events cancelled there was not much movement to be made through the schools.

Mark Your Calendars – Next 2020 Regional Census Complete Count Committee meeting is **April 16, 2020 from 3:00 pm to 5:00 pm**. The meeting will be held remotely.