

2020 Regional Census Complete Count Committee Meeting Minutes
July 29, 2019
Las Cruces City Hall, Conference Rooms 2007B and C
3:00 p.m.

Attended by: Michelle Saenz-Adames, Jardin de los Ninos; Pamela Angell, Amador Health Center; Jay Armijo, South Central Council of Governments; Yvonne Casillas, Gadsden Independent School District; Kassandra Gandara, City of Las Cruces; Nan Rubin, KTAL Radio; Patti Spencer, La Clinica de Familia; Lindsey Bachman, Doña Ana County Clerk's Office; Amanda Lopez Askin, Doña Ana County Clerk's Office; Patricia Bieber, Doña Ana County Finance Department; Mary Carter, Women's Intercultural Center; Steve Chavira, City of Sunland Park; Cathie Fern, Connections Coach; Lee Galt, Doña Ana County GIS; Daisy Maldonado, Empowerment Congress of Doña Ana County; Liz Reed, Doña Ana County Community and Constituent Services Office; Gerald Smola, Camino Real Newspaper; Ceci Vasconcellos, City of Las Cruces;; Paul Dulin, community member; Kelly Jameson, Doña Ana County Media and Public Communications; Elaine Alvina, Census Bureau; Steven Montano, U.S. Census Bureau; Marisol Diaz, Center for Health Innovation; Teresa Sotelo, Border Network for Human Rights; and Maria Estrada, Empowerment Congress. Joining via teleconference: Susan Roberts, Catholic Diocese of Las Cruces and Johana Bencomo, NM CAFé.

Scribe: Liz Reed, Doña Ana County

Draft Outreach Plan

The Outreach Subcommittee presented the draft outreach plan to the committee. Mary Carter went over the items within the proposed plan. In the development of the document, a qualitative random survey was sent to 563 individuals throughout the county. Questions asked included:

- Did you take the 2020 U.S. Census?
- Do you plan on taking the 2020 Census?
- If no, why not?

Mary went over the data from the survey. During the review of the draft outreach plan, the committee member(s) recommended changing the proposed hashtag to # DoñaAnaCounts. There was a discussion about the script/font/design of the messaging and appropriate colors etc. Mary highlighted the importance of pushing people to complete the census online. Susan Roberts from the Catholic Diocese reminded the group about the church's newspaper that covers 10 counties; in addition, also reminder from last month's meeting, Susan said that they could help with email blasts.

Mary recommended that Steve Chavira contact the racetrack in Sunland Park about the census outreach.

Discussion about Channel 26, Univision and prime time is good time to reach people.

Comment about huge launch with other partners and earned media spots (publicity gained through promotional efforts other than paid media advertising). Invite media to events.

Recommendation for a calendar so people can sign up to hand out information.

The City of Las Cruces as podcast and CLC TV; those are other avenues to push the message out.

Committee members asked about getting a copy of the 10 Census questions. Elaine Alvina from the Census Bureau said she would get a copy of the census questions for the committee; and the why behind the questions. Also, Border Health Network talked about obtaining a copy of the envelope the Census Bureau will be sending questions out. **There is also information in One Drive under the Census Bureau Info folder about the planned questions, which went before Congress. Reminder the citizenship question is NOT on the 2020 Census.**

Commercial Storyboard

Ceci Vasconcellos and Karla Walton went over storyboards. The storyboards are just to give an idea of concepts. 60-second spot commercial targeting kids, etc. how census data affects them. The commercial focusing on children is from CountAllKids.org. **The storyboards are located in One Drive to view.** Susan Roberts indicated preference for strong, short messages that sticks. Cathie Fern recommended keeping the long commercial as well as it could be good for meetings. Nan Rubin felt the script for the kids commercial (CountAllKids.org) needed some work. The storyboards were to provide a visual template of what we can do locally. Jay Armijo mentioned that Dona Ana Community College has a media production program.

Ceci also clarified that the video/commercials would not specifically have the City of Las Cruces logo; therefore, committee partners on their own websites and social media platforms can use the videos etc.

National Association of Latino Elected and Appointed Officials (NALEO) Conference

Jay Armijo briefed on the NALEO conference he attended. He also had copies of NALEO's Communication Toolkit and other census related documents. **Documents are in One Drive under NALEO folder.**

NMCounts! 2020 Statewide Census 2020 Gathering

Daisy Maldonado informed the committee of the NMCounts! gathering in August. Partners in Business, Government, Civic Engagement and Philanthropy working to ensure a complete and accurate count for New Mexico in the 2020 Census are invited to attend. It is a FREE event. Seating is limited. It is on Monday, August 26 from 9 a.m. to 4 p.m. at the Isleta Resort and Casino in Albuquerque. Lunch will be provided. For more information go to <https://nmcounts2020.org/event/statewide-census-2020-gathering/>.

Data and Census Tract Training

Daisy Maldonado discussed an organization that can conduct data and census tract training if the committee is interested. There would be no charge for the training. Training would be helpful for targeted outreach. Daisy asked the committee to let her know whether there is interest.

Draft Budget for PR/Marketing

Liz Reed informed that county staff is working on a draft budget; however, it is not completed as of yet as there are additional people they need to hear back from; including a meeting with Spectrum on Friday (July 26).

24th Annual New Mexico Infrastructure Finance Conference

Liz Reed shared that the state will provide a booth at the conference for 2020 Census outreach. Paige Best, our DFA POC from the state census commission, will be there. During communication with Paige, Liz asked if the state might need help staffing the booth. Paige indicated local census committee help to cover the booth would be appreciated. Liz is also will be on the panel to talk about 2020 Census, along with Elaine Alvina and others from the Census Bureau.

The conference is October 23 -25 at the Las Cruces Convention Center. Please mark on your calendars. In the meantime, Liz will inform the committee members of how to sign up when the date gets closer. Their website is <http://www.nmifc.com/>.

State Special Appropriations for Census Outreach

Based on Liz Reed's conversations with Paige Best at the state, the county is expecting to receive notification on Monday about the dollar amount for census outreach in hard to count communities. There is also a Scope of Work. Need to know what the state requirements are in the Scope of Work etc.

Additional Discussions/Information

- Paul Dulin talked about deadlines. Drop date for posters and flyers. In his discussions with medical community, they would put up posters in their exam rooms, etc. Who is going to do the mockups? City? County? Schools? Need drop dead dates for subcommittees as to when their strategies need to be presented? Can subcommittees set goals? Set their own metrics? Can send metrics beforehand.
- Lindsey Bachman discussed data analysis and measurable goals.
- Approval of domain was given and City of Las Cruces will move forward with the marketing piece and create the specific social media accounts for local census committee's efforts.

Post meeting items (Things we didn't have time to cover):

County Grant Writer Pat Biever was working on Wells Fargo for Civic Engagement, BNSF and Georgia Pacific. Looking for amounts of 50K each.

Liz Reed reached out Michael Chavez, the new superintendent of Hatch Valley Public Schools, about the census committee and invited him (and/or his staff) to the meeting. Unfortunately, school administrators were out of town for a conference. Mr. Chavez will be added to census committee to receive information on efforts. When in Hatch last week for a meeting, Liz stopped by to talk to Lisa Neal, library director, of Hatch Public Library. Lisa agreed to be a location where the public can go to complete the census; in addition, Lisa requested training for her staff to be equipped to help individuals' complete census online. Hatch Public Library has six public computers. Liz forwarded the training request to Elaine Alvina at the Census Bureau. Susie Cordero has been tasked in working with County IT and HHS to select strategic locations in county owned buildings where public can complete the census online, leveraging current resources. In addition, Susie will compile a complete list of locations where the public can complete the census; this will include the address of the location, phone number and hours of operation.

City of Anthony has issued support for the 2020 Census efforts and complete count. Liz is awaiting the official meeting minutes from the city for documentation. Purpose of keeping track of what cities/villages/towns support the effort is if any funder asks, the information is in **One Drive**; in addition, to provide a record of all the local work involved. In case, whoever is around for the next decennial census, there will be some background information to go by.

Report by Subcommittees

Public Relations/Outreach Subcommittee – Nothing additional to report. Anyone interested in joining this subcommittee can contact any of the following: Steve's contact information is: O: 575-589-3631 ext. 1601; email: steven.chavira@sunlandpark-nm.gov; Mary's contact information: O: 575-882-5556; email: mcarter@wintctr.org. Jerry's contact information: Phone: 575-222-2002; email: info@caminorealmedia.com.

Civic Organizations Subcommittee - Cathie Fern updated about efforts of **the Civic Organizations Subcommittee**. Cathie advised that she has talked to 50 people; 40 organizations: Email: cdfen@comcast.net.

Business Subcommittee - Annette Gutierrez will Chair this Subcommittee. Annette's contact information: O: 915-533-0998 ext. 114; email: annetteg@riocog.org.

Faith-based Subcommittee - City of Las Cruces (CLC) will help make connections with the Faith-Based community; Jamey Rickman and/or Ceci Vasconcellos will communicate further with Susan Roberts from the Catholic Diocese. Jamey, Ceci and Susan haven't had the opportunity to connect as of yet.

Colonias Subcommittee - Interest in this subcommittee - POC: Mary Ann Galindo, community leader from La Union. Mary Ann's contact information: P: (575) 589-1910; email: launionhelpinghands@gmail.com.

Health Subcommittee – Paul Dulin reported that presentation occurred to the Health Collaborative. As a result, the Health Collaborative agreed to be the health subcommittee and are coming up with a strategy. Interested in joining this subcommittee, please contact Paul Dulin at (575) 343-2324 or via pdulin@aol.com or Patti Spencer or (575) 528-5537 or via pspencer@lcdfnm.org.

Paul and Patti created a sub-subcommittee – Health Census Subcommittee from Doña Ana Wellness Institute members.

Education Subcommittee - Paul Dulin emailed on August 2, 2019; the Education Subcommittee is scheduled to meet on August 5 at 2 p.m. Anyone interested in joining, please contact Paul at (575) 343-2324 or via pdulin@aol.com.

Please mark your calendars. The next 2020 Regional Census Complete Count Committee meeting is on Thursday, August 29, 2019 at 3 p.m. to 5 p.m.

Location TBD