

2020 Regional Census Complete Count Committee (CCCC) Meeting

Summary Minutes

September 26, 2019

3:00 p.m. to 4:00 p.m.

City of Las Cruces, City Hall, Conference Room 2007 C

700 N. Main St., Las Cruces, NM

Meeting began at 3:10 p.m. officiated by Jamey Rickman, committee co-chair representing the City of Las Cruces. Liz Reed, committee co-chair representing Doña Ana County was present.

Approval of Meeting Minutes – Minutes from previous meeting were approved; motion passed unanimously.

Updates from Census Bureau – Steve Montano, a partnership specialist, mentioned they got an official letter from the Bishop of Las Cruces, Peter Baldacchino, supporting the Census efforts. Swag is coming, and it will be provided to the Committee members. The Census local office will open soon, around a week and a half. The new office is located at Picacho and Motel Blvd. behind Subway. Census staff will be at the Southern New Mexico State Fair on September 25-29 to spread the message. They will also be attending the Childhood Early Education Summit.

Tracking Sheet and Events Calendar – Patricia Biever, Doña Ana County Grant Writer wasn't present.

Grant/Census Outreach Budget Update – Liz Reed, committee co-chair representing Doña Ana County mentioned the State will transfer the grant money soon and it will be available four days after the transfer. Reed emphasized that the money has to last until June 2020, so the Committee will be able to complete its mission. Census activities will finish on July 4. In response to a question, Reed informed that County's Health and Human Services Department would contract with the Community Action Agency for Southern New Mexico to hire *promotoras* to help with the grassroots effort; the *promotoras* would at the minimum, need to be legal permanent residents.

Subcommittee Reports

- Public Relations Outreach | Liz Reed
Liz Reed mentioned that the committee is working on the fliers, and the county is working on finalizing relevant contracts etc. for marketing. The county has information about the census on their website. The subcommittee is also creating a PowerPoint presentation. They are going to reach out to NMSU Creative Media Department to ask for help with the Census commercial.

Jamey Rickman mentioned the City efforts will be focus on the hard to count areas on located in City Council Districts 1, 3 and 4, those areas were identified by ROAM, Census mapping and response system. She added her budget is only \$5,000, around \$4,000 will be spent on the Utility bill inserts. Her staff will do the website, commercial and flyers in-house. Her office conducted a small focus group in Lynn Middle School (Community School) and the vast majority of the parents mentioned they get their news from social media, especially the Las Cruces Community Watch Facebook page.

- Civic Organizations Subcommittee | Cathie Fern
She said her best tool is to the spreadsheet that shows how much money Doña Ana County will loose with the undercount. She has talked with around 100 agencies so far.
- Faith-based Subcommittee | Susan Roberts and the City of Las Cruces
- Business Subcommittee | Annette Gutierrez – not in attendance
- Colonias Subcommittee | Espy Holguin-not in attendance
- Education Subcommittee & Health Subcommittee | Paul Dulin
He said we need to start spreading the Census message. He is concerned about misinformation, especially about the citizenship question and the fear of being deported if immigrants feel out the Census.

He wants the posters as soon as possible and suggested to put a poster in each classroom.

Out-of-town students need to report that they are living here; they think they are counted at home.

He added the University efforts have to be different than the City's and the County's. Since students are savvy social media users, they need to be targeted in those platforms.

Regarding the health sector, he mentioned the poster and other types of advertisement need to align with how they will be impacted by an undercount for programs like Medicare and Medicaid. He also mentioned that the message should be targeted to the sectors approached. For example, message to doctors will be different from messages to teachers.

Final Comments

Lee Galt, County GIS Administrator, reported census staff will be reviewing the LUCA (Local Update of Census Addresses operation) information. As of early October, the review is done.

Next Meeting Date and Time – CCCC attendees agreed that the next meeting on **October 31, 2019, 3-5 p.m. at City Hall, 700 N. Main St., Conference Room C**. The change in the meeting date was due to the conflict with the 24th Annual New Mexico Infrastructure Finance Conference.

Adjournment of meeting was 4:00 p.m.