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# New Mexico Census 2020

Olivia Padilla-Jackson

Statewide Complete Count Commission

February 26, 2020



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## State Census Team

### Primary Contacts

- Ramya Gorantla, State Census Coordinator, at [Ramya.Gorantla@state.nm.us](mailto:Ramya.Gorantla@state.nm.us) or 505-795-2235
- Emma Erickson-Kery, State Census Coordinator, at [Emma.Erickson-Kery@state.nm.us](mailto:Emma.Erickson-Kery@state.nm.us) or 505-699-1496

### Additional State Census Team Members

- Olivia Padilla-Jackson, Cabinet Secretary, DFA/SCCC Chair
- Renee Ward, Deputy Cabinet Secretary, DFA
- Ane Romero, Governor's Office
- Robert Rhatigan, Statewide Demographer, UNM Geospatial Studies



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## **Statewide Complete Count Commission Members and Subcommittees**

- Executive Order 2019-007 created 40 member commission
  - Priority to have representation from across the state
  - Process included identifying organizations and entities who had a large reach with existing partners
  - Many partners on the SCCC also serve and/or represent some of the hardest-to-count communities — such as children, homeless, tribal communities, renters, and rural areas
  - Legislators serving represent hardest-to-count counties and those with the lowest response rates in 2010 (2 Republicans and 2 Democrats to ensure bipartisan approach)
- In order to identify key target areas, sub-committees were formed, these include:
  - Business/Economic Development; Tribal; Minority & Underrepresented Communities; Children, Student, & Education; Charitable Funders; Local and Community Complete Count Committees; Rural Communities; Health Care Outreach; Media & Messaging

# Statewide Complete Count Commission Subcommittee Strategies

SCCC Subcommittee	Strategies
Business & Economic Development	EDD Regional Representatives to promote census at events across state and by distributing census business toolkits to encourage businesses to hang census posters and share information with employees
Charitable Funders	Collaborate with Center for Civic Policy to review direct outreach gap analysis, recommend CBOs for outreach, and oversee census outreach activities and progress
Children, Youth, Students, & Education	PED Census in Schools: Promote Statistics in Schools week (March 2nd through 6th) with assistance by US Census Bureau
Health Care Outreach	Provide training and advocacy meetings, health fairs, annual conference, providing resources and coordinating with counties, following up with hard-to-count counties, associations, and CCCs with a focus on rural and tribal health associations
Local & Community CCCs	Distribute Census Day Call to Action letter and checklist to local and tribal governments and CCCS and work with DFA Census Coordinators to follow up on commitments
Media & Messaging	Provide Statewide Media Outreach Campaign and Support to Statewide CCC and local CCCs including a hotline and a census newsletter
Minority & Under-represented Communities	Collaborate with Media Desk and Census team to share best practices and best communication methods to reach out to minority and underrepresented communities with local CCCs
Rural Communities	Collaborate with Local CCC Subcommittee and County and City Health Offices to promote census awareness using promotoras
Tribal Communities	Work with NAVA on developing a coalition of all tribal CCCs



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## **Funding allocation of \$3.5 million from NM State Legislature**

- Outreach efforts to achieve a complete count in New Mexico for the 2020 Census requires a
  - Original ask from Governor Lujan Grisham was \$10 million
- \$3.5 million in funding was distributed as follows:
  - Outreach grants to New Mexico's Counties based on funding formula (\$2.4M)
  - Outreach grants to tribal governments through Indian Affairs IGA (\$400K)
  - Statistics in Schools IGA with Public Education Department (\$300K)
  - UNM Geospatial & Population Professional Services MOU (State Demographer) (\$120K)
  - Contracts for Website and Social Media Campaign (\$60K)
  - Media Coordination and Content Creation Contract (\$60K)
  - Administrative Costs including one Census Coordinator (\$150K)



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## Major Statewide Campaign Efforts to Date

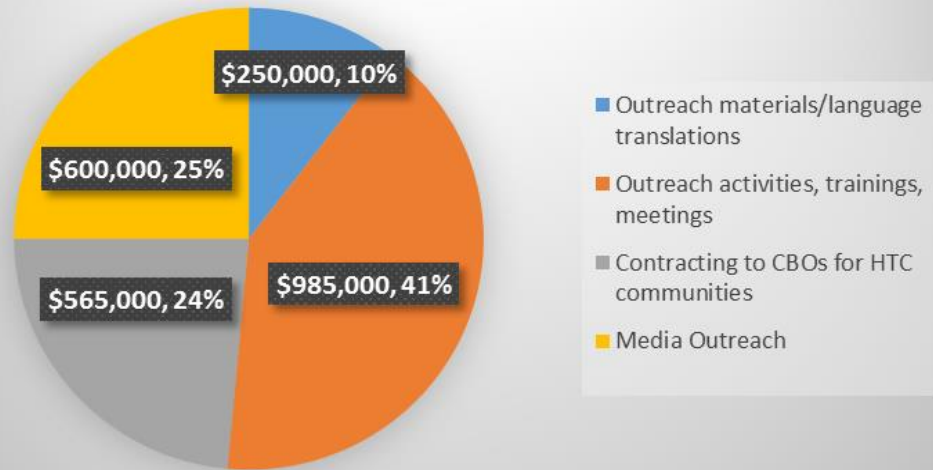
- All 33 New Mexico counties opted in for Census Outreach funds, created CCC and Outreach Plan
- Funding has gone to most of the 22 tribal governments in New Mexico and CCCs forming
- PED's Statistics in Schools involves meetings with stakeholders, using email networks, printing Census collateral, games for kids, statistics in schools and videos with kids
- DWS worked with U.S. Census to conduct mobile unit van tour to support U.S. Census hiring, included a three-week tour in October covering 20 cities
- SCCC Media and Outreach Coordinator Subcommittee helped to finalize statewide media plan
- I Count NM website launched for NM census information, myth busting, testimonials by trusted, local voices and resources for County CCCs [www.icountnm.gov](http://www.icountnm.gov)
- I Count NM social media plan campaign underway (6K likes) – Like US!
- Contract with MediaDesk includes media coordination for all 33 counties, including media hotline, newsletters, content creation for social media, billboards, radio, TV & earned media



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## County Census Outreach Budget





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## **\$8 Million Census Appropriation Budget**

- Additional funds for complete count outreach grants to counties (\$2.4M) and to Indian Affairs Department for tribal government grants (\$400K)
- Funding for media campaign including traditional and social media (\$4M)
- CBO outreach contracts and consulting work in hard-to-count communities (\$1M)
- Census Coordinator Staff and other administrative costs (\$200K)





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## Ongoing communications with Local CCCs

- Grant Amendments (Email coming this week)
- Census Day Call to Action Letter (Email coming this week)
- Media Desk Email Newsletters (Email every 3 weeks)
- WebEx Meetings (Every two weeks – info coming soon!)
  - Topics of Interest?
- Media Technical Support available via Hotline
- Local CCC meetings – (contact RTS with meeting dates)
- Community Events – (identify events now to July for booths)