New Mexico Census 2020

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Statewide Complete Count Commission
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State Census Team

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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
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

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<thead>
<tr>
<th>SCCC Subcommittee</th>
<th>Strategies</th>
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<tr>
<td>Business &amp; Economic Development</td>
<td>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</td>
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<td>Charitable Funders</td>
<td>Collaborate with Center for Civic Policy to review direct outreach gap analysis, recommend CBOs for outreach, and oversee census outreach activities and progress</td>
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<td>Children, Youth, Students, &amp; Education</td>
<td>PED Census in Schools: Promote Statistics in Schools week (March 2nd through 6th) with assistance by US Census Bureau</td>
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<td>Health Care Outreach</td>
<td>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</td>
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<td>Local &amp; Community CCCs</td>
<td>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</td>
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<td>Media &amp; Messaging</td>
<td>Provide Statewide Media Outreach Campaign and Support to Statewide CCC and local CCCs including a hotline and a census newsletter</td>
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<td>Minority &amp; Under-represented Communities</td>
<td>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</td>
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<tr>
<td>Rural Communities</td>
<td>Collaborate with Local CCC Subcommittee and County and City Health Offices to promote census awareness using promotoras</td>
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<tr>
<td>Tribal Communities</td>
<td>Work with NAVA on developing a coalition of all tribal CCCs</td>
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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 additional funds above the $3.5 million.
  - 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)
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
- 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
County Census Outreach Budget

- Outreach materials/language translations: $250,000, 10%
- Outcomes activities, trainings, meetings: $600,000, 25%
- Contracting to CBOs for HTC communities: $565,000, 24%
- Media Outreach: $985,000, 41%
$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)
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)