

**2020 Regional Census Complete Count Committee**  
**Las Cruces, New Mexico**  
**Meeting Minutes**  
**April 19, 2019**

Meeting held at Doña Ana County Government Center, Multipurpose Room 113. Attendees included: Roseanne Bensley, NMSU; Steve Chavira, City of Sunland Park; David Gallus, community member; Lee Galt, Doña Ana County GIS; City Councilor Kasandra Gandara, City of Las Cruces; Annette Gutierrez, Rio Grande Council of Governments; Kelly Jameson, Doña Ana County PIO; John Colquitt, Business Owner/Community Leader; Claudia Mares, Doña Ana County HHS; Liz Reed, Doña Ana County CCS; Jamey Rickman, City of Las Cruces; Susan Roberts, Catholic Diocese of Las Cruces; Nan Rubin, Community Leader; Gerardo Smola, Camino Real Newspaper; Corrie Stone, Doña Ana County PIO; Joseph Vargas, Doña Ana County IT; Ceci Vasconcellos, City of Las Cruces; Cathie Fern, Community Leader; Zonia Espina, Rio Grande Council of Governments; Mary White, Community Leader; Asma Dawood, Doña Ana County Finance; Fernando Macias, Doña Ana County Manager and Erin Boyd, Mesilla Valley Community of Hope.

- Annette Gutierrez from the Rio Grande Council of Governments provided an overview of what El Paso County/City of El Paso are doing in relation to census outreach. Including a video on YouTube, which can be viewed at [https://www.youtube.com/watch?v=6o8br5mN\\_K8](https://www.youtube.com/watch?v=6o8br5mN_K8). Annette said that they will share any best practices from the El Paso Census Complete Count Committee with this committee.
- Jamey Rickman continues to gather members for the city's complete count committee; when that is completed, Census will hold another training.
- Elaine Avina from the Census Bureau provided a general orientation to the 2020 Census, including the privacy component and fair representation in Congressional offices; Census data also impacts billions of federal funds that are allocated to New Mexico. Fifty federal programs are dependent on Census data. The per capita allocation is \$3,735 per person. Elaine went over the key data collection dates for the 2020 Census.
- New Mexico will have two area census offices opening sometime between June-August 2019. Offices will be located in Las Cruces and Albuquerque.
- New Mexico is one of the hardest to count states in the nation.
- Promotion phase of the census April 2019 to January 2020. After January 2020 will come the Motivation Phase.
- Went over actions of a complete count committee. The importance of bringing resources to the table.
- Elaine Avina went over the Response Outreach Area Mapper (ROAM). Percentage reflects the number of residents in a tract will not self-respond to the decennial census. Make sure to open ROAM in a separate window. Twenty-five percent or higher is considered hard to count. ROAM is accessed through the Census Bureau's website - census.gov. Go to Search bar and type in ROAM and it will give you options; click on ROAM on the very top. Scroll down to the middle

page and open up in a separate window. In search bar at upper left of the map, type in New Mexico and zoom in to Doña Ana County.

- April 1, 2020 Census Day
- Hard to Count Populations considered immigrants, migrant workers, foreign born, living in poverty)...etc.
- Self-Response available until July 24, 2020.
- Elaine Avina went over the Census Complete Count Tools from census.gov. Question asked if the materials are in Spanish. Elaine indicated that is in the works. Elaine went over census jobs and asked the committee members to help promote the jobs.
- Question asked if citizenship question has been resolved. Elaine indicated not yet. Liz Reed mentioned that the Supreme Court is scheduled to hear the case next week.
- Discussion about how the CCC can create a local social media campaign.
- Question raised about what a Census Partnership job is about and what are the responsibilities. Many of these positions are temporary and run through June 2020.
- Erin Boyd shared information about the Community Hope and their efforts to reach out to the homeless. Their organization has a resource room (for online submissions) that can capture people who don't have addresses. Their staff knows how where the homeless population may hang out and can reach out to them.
- Jamey Rickman shared how the committee can use libraries and satellite libraries to create locations where people can complete their census. Can use codes enforcement staff, etc.
- Question raised about how college students are counted. Are students counted as part of their families in other states? Elaine said that the students are counted where they are located on April 1, 2020. Census Operations and their internal controls take care of the duplication of students who reside in other states on April 1st.
- Total housing units are important to look at. For example 100 percent of a tract is likely renter population. Elaine asked the group - how can you address (the renter/multi-housing population) in an outreach campaign?
- If you blow the tract up on the computer, you can see streets and get a sense of the boundaries of the tract. Elaine mentioned that the committee could do a general campaign for the city and county; or a different kind of campaign for the hard to count.
- Elaine went over Quick Facts via the Census website. Computer and internet usage via Quick Facts would be helpful to view to get a sense of residents' options of completing the census self-response online.
- Liz Reed mentioned that the Community Action Agency of Southern New Mexico (CAASM) is applying for the Con Alma Health Foundation grant for \$25,000, under the NM Counts 2020. CAASM is requesting the funds to work with the Empowerment Congress to target area colonias through the assistance of promotoras. The Empowerment Congress is a CAASN partner and its mission is to empower the colonias on issue of policy development and self-advocacy. Should your agency be interested in learning more and/or providing a letter of support for the CAASM grant application, contact Mark Hohnstreiter at 575-527-8799 ext. 131; or Dawn Hommer at 575-527-8799 ext, 139.

- Roseanne Bensley from NMSU Career Services informed that they have access to all NMSU students throughout their system; in other locations as well. NMSU Career Services can post the jobs and they can encourage people to complete the census.
- Annette Gutierrez shared that El Paso County/City are working on funding of their effort as well. The governments put out a RFP for a marketing firm to help them; five proposals were received in response to the RFP and the costs ranged up to \$750,000 for census marketing campaign.
- El Paso has been using ROAM to find hard to count areas; been working with the county to provide more layers into the ROAM areas; to help be more strategic in their approach. COG can assist in the hard areas. There might be more additional pots for money or resources from the foundation.
- There was a question about media presence; TV is located in El Paso. Concern that NM would not obtain coverage for Census. Committee would have to pay for it.
- Gerardo Smola from Camino Real newspaper offered his input. He indicated that 51 percent of Doña Ana County speak solely Spanish at home. Gerardo stated that Spanish language population does not utilize social media and obtains their information the traditional method. Traditional methods include newspapers. Question asked about the circulation of the Camino Real newspaper. Gerardo advised that they have 7,500 circulation about every 15 days.
- Can collaborate with banks and hospitals about conveying messages pertaining to the census; anywhere were any entity has a public screen for their business/organization.
- Mr. Macias shared the importance of churches in getting the message of word of mouth that we need to engage.
- Liz Reed from Doña Ana County and Jamey Rickman from the City of Las Cruces will serve as the co-chairs of the 2020 Regional Census Complete Count Committee.
- There was discussion about forming subcommittees. Mr. Macias recommended to keep the subcommittees to four or five. For example, merge the outreach and media subcommittees. Ex-offender/homeless population could be merged.
- There was recommendation for a subcommittee to include all PIOs and media in one.
- There was a comment that the public schools have some soft resources that they can bring forward. Census staff informed that they gave a presentation to the Las Cruces Public Schools Board.
- **Homework** for the group was to look at ROAM and use other tools on the Census Bureau's website to identify the hard to count areas and develop engagement strategies; also, come up with ideas for what subcommittees we should have. Please remember that we are going to keep the subcommittees to four or five to help eliminate excessive logistics and meetings.
- Steve Chavira, City of Sunland Park, informed that their census committee meeting is at May 8<sup>th</sup> at 3:30 p.m., City of Sunland Park. Should you be interested in learning more, contact Steve at 575-589-3631 or via email at [steven.chavira@sunlandpark-nm.gov](mailto:steven.chavira@sunlandpark-nm.gov).

**Next 2020 Regional Census Complete Count Committee Meeting date and time –**

**Thursday, 3 p.m. to 5 p.m. May 16. Doña Ana County Board of Commission  
Chambers at the Government Center.**