

2020 Regional Census Complete Count Committee Meeting Minutes
June 13, 2019
Doña Ana County, Multipurpose Room 113
3:00 p.m.

Attended by: Nan Rubin, KTAL Radio; Patti Spencer, La Clinica de Familia; Lindsey Bachman, Doña Ana County Clerk's Office; Patricia Biever, Doña Ana County Finance Department; Mary Carter, Women's Intercultural Center; Steve Chavira, City of Sunland Park; Becky Lawrence on behalf of John Colquitt, Lake Section Water Company; Cathie Fern, Connections Coach; Lee Galt, Doña Ana County GIS; Mark Hohnstreiter, Community Action Agency for Southern New Mexico; Daisy Maldonado, Empowerment Congress of Doña Ana County; Liz Reed, Doña Ana County Community and Constituent Services Office; Susan Roberts, Catholic Diocese of Las Cruces; Gerald Smoola, Camino Real Newspaper; Ray Stewart, Amador Health Center; Arturo Uribe, Southwest Organizing Project; Ceci Vasconcellos, City of Las Cruces; Dave Sment, Village of Hatch; Johana Bencomo, NM CAFé; Paul Dulin, community member; Claudia Mares, Doña Ana County Health and Human Services Department; Susie Cordero, Doña Ana County Community and Constituent Services Office; and Elaine Alvina, Census Bureau. Joining via teleconference: Felipe Rodriguez, New Mexico Dream Team.

Scribe: Liz Reed, Doña Ana County

Visit by U.S. Census Bureau Director

Mary Carter, Elaine Alvina, Daisy Maldonado, and Steve Chavira briefed the committee about U.S. Census Bureau Director Dr. Steven Dillingham's visit on May 28. They reported it was a good meeting/visit and discussions held included how to reach hard to count areas, such as Sunland Park; along with discussions of venues and methods of how to reach people. The best method to reach people is using familiar people; individuals who reside in a community. The message was positive; census confidentiality was highlighted. During the Director's visit, there was discussion on the utilization of promotoras. However, in order to work for the U.S. Census Bureau, a person has to be a U.S. citizen. Per the briefing, the Census Bureau officials will have more discussions about the options of using promotoras. Elaine Alvina from Census Bureau indicated she would follow up with her leadership on this item. Director Dillingham toured the Anapra neighborhood and the border wall in Sunland Park as well as the community of Chaparral.

Citizenship Question

Committee members discussed if the citizenship question is added, what options may be available to people. Can the citizenship be skipped if doing over the telephone or internet? The Census Bureau position is that every question needs to be answered. Where does the legal obligation to complete every question?

Will people be fined for not answering the questions?

Paul also mentioned a story that answers questions regarding the Citizenship Question and filing out the Census - <http://elsemanarionewmexico.com/national-news/series-answers-questions-about-2020-census/>.

It was verified that there is a \$100 fine for refusal or neglect to answer questions on the Census.

Town of Mesilla

On behalf of Mayor Barraza, Liz Reed advised the committee that the Town of Mesilla passed a resolution (2019-08) supporting the 2020 Census and participation of the Town in the census committee; in addition, to ensure that Mesilla residents participate in the 2020 Census.

Report to New Mexico Census Commission

On behalf of the census committee, Liz Reed emailed the report of local activities to Ane Romero, Deputy Legislative Director, in the Governor's office. Liz received an email from Ane (on June 12th), thanking the committee for sharing the report. In addition, Paige Best is the new coordinator for the state Census Commission. Paige will be the point of contact on updates on local committee efforts going forward. It appears that Paige is with DFA.

Discussion on the \$3.5 million special appropriation for census outreach for hard to count areas. Currently, waiting for the state to release the RFP and/or inform of requirements etc. Liz Reed continues to monitor.

Update on NM Counts Grant

Congratulations to the Community Action Agency for Southern New Mexico (CAASNM) and the Empowerment Congress of Doña County on their recent grant award! Mark Hohnstreiter and Daisy Maldonado briefed the committee on the NM Counts Grant awarded. Initially, they requested \$25,000; however, they received \$20,000. Mark advised the committee that CAASNM had a database including 9,000 clients; their organization can get the word out about the 2020 Census by what their agency is already going. CAASNM covers five of the southern counties in the state; they have 150 different community collaborators. Messages can be communicated out to the other collaborators and CAASNM can use existing materials. Daisy shared, as part of the grant, the Empowerment Congress will focus on the colonias. They will contract up to 10 promotoras to convey the messages about the 2020 Census in the colonias.

One Drive

Liz updated the committee on the Cloud storage, Microsoft OneDrive, that will be accessible to committee members to retrieve information about the census efforts for their review and use. After the meeting, Liz emailed the link to OneDrive out to the committee members.

NM Counts 2020 website

Mark Hohnstreiter went over some important tools on the NM Counts 2020 website that can assist in the educational outreach efforts. Website is <https://nmcounts2020.org/>.

Funding avenues

Patricia Biever informed the committee that she has looked at the Mott Foundation and Janice Foundation for funding to support the educational outreach efforts; marketing for the 2020 Census outreach. In order to apply, she needs a base of what the committee is going to do and the associated costs. These two funders accept proposals year around.

Additional Discussions/Information

- Daisy Maldonado advised that they are also working in the schools; she had a conversation with the Gadsden ISD superintendent.
- Committee members talked about how the schools are important to include in this effort, especially on the high school level as that age group has a better understanding. There was also an idea shared about having a pep rally at Gadsden ISD, designed around the census.
- Mary Carter commented that the GISD has a great PTA organization. Daisy also mentioned that she is working with the GISD high school principals.
- Arturo Uribe shared with the committee that he met with the Gadsden ISD Board. Paul Dulin attended the board meeting too; presentations were by Census Bureau Partnership Specialist Louis Head and the Southwest Organizing Project. Arturo indicated that GISD Board President Daniel Estupiñan and Board Member Maria Saenz expressed their interest in the census educational effort.
- Liz Reed informed the committee that Yvonne Casillas, Director of Data and Information Services at Gadsden ISD emailed. Yvonne shared that at their recent school board meeting (June 11) there was a presentation by Louis Head. Additionally, Gadsden ISD is currently in the planning states on how the district will take the information to their parents.
- There was discussion about how children can encourage their parents to complete the census.
- Patti Spencer mentioned that La Clinica de Familia has school-based health clinics – another avenue to get information out about the census.

- Steve Chavira mentioned that Ernesto from La Clinica is planning a community health fair on July 27th in Sunland Park. It will also serve as a kickoff for the City of Sunland Park 2020 Census educational efforts.
- Mary Carter mentioned MVDs as another possible avenue to get information out to people about the 2020 Census. Per her comments, there is a lot of foot traffic through the MVD doors.
- Discussion held about forming a health subcommittee. Paul Dulin mentioned when he was at the Census Bureau, he made presentations to the hospitals. Prior to the committee meeting, Paul expressed his willingness to be on the Education Subcommittee as it lacked a point of contact. Currently, it will be the Education/Health Subcommittee.
- Susan Roberts shared that Roger Maya, who volunteered to lead the Faith-Based Subcommittee, is no longer with the Pastoral Center. With the appointment of a new Bishop, there are uncertainties about what Bishop Baldacchino's vision is for the Diocese. Ceci Vasconcellos said that the City of Las Cruces could communicate and organize the Faith-Based community. Ceci, Jamey Rickman, and the CLC will have further discussions with Susan about this subcommittee. During the discussion, Susan shared that the Catholic Diocese has 45 churches, 44 missions, and 5 Catholic schools. They have a newspaper that cover 10 counties; they could help with email blasts. If information was provided, Susan indicated that they could put a census tagline in monthly statements sent out. It is up to the individual priests as to what information is included in the church bulletins. In August, parish representatives will meet. Susan shared that the Pastoral Center is a great place to meet. Johana Bencomo expressed her interest in joining the Faith-Based Subcommittee.
- Nan Rubin inquired whether any other organization on the committee was awarded the NM Counts grant; the radio station applied, but was not awarded. Johana Bencomo advised that NM CAFé was awarded a NM Counts grant; she recalled the amount of \$14,000. Mary Carter indicated she would contact an individual she knows to see how the grant awards worked, what other entities were funded. It was also the understanding that the foundations pooled more funding together to reach the hard to count communities for the 2020 Census, compared to the total amount that was recently awarded.
- Lee Galt compiled information on the Low Response Score tracts. The maps and Excel spreadsheet are located in OneDrive.
- Liz Reed informed that there is a page on the county's website about the 2020 Census. Someone mentioned to her that the names of the committee members should be included on the page; Liz asked the committee members for their input. Liz will run the organizational/names by the committee members prior to posting to the county website.

- There was a discussion of having a canned invite letter that committee members can give out to individuals they believe will enhance the efforts of one of the subcommittees. Letter would be from someone official, such as the County Manager, City Manager, etc.
- There was a request for additional information about how the subcommittees should work.

Post meeting, committee member Fernando Herrera (City of Anthony Trustee) advised that the City of Anthony will do a resolution the first or second meeting in July.

Report by Subcommittees

Public Relations/Outreach Subcommittee - Mary, Steve Chavira and Jerry Smoola have met and are working on a draft plan for consideration and for committee input. New additions to the subcommittee include Claudia Mares, Doña Ana County Health and Human Services Department and Marisol Diaz Bolivar, Center for Health Innovation. 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 been going to organizations she knows with strong leadership and large email lists. Because of her conversations, she is getting questions; such as can an individual help someone complete the census? Cathie's contact information: 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.

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 - 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 - TBD. Paul Dulin will continue working to engage the county's education leadership.

Please mark your calendars. The next 2020 Regional Census Complete Count Committee meeting is on Thursday, July 25, 2019 at 3 p.m. to 5 p.m.

**Location: City of Las Cruces – City Hall
Conference Rooms 2007 B and C
700 North Main Street**