

i COUNT NM

i count because i care

**Local Government  
Invitation to Participate  
2020 Census Outreach**

**New Mexico 2020 Statewide Complete Count Commission  
August 12, 2019**

Department of Finance and Administration  
Office of the Secretary  
Bataan Memorial Building  
407 Galisteo Street, Room 180  
Santa Fe, New Mexico 87501

Statewide Complete Count Commission  
Department of Finance and Administration  
Office of the Secretary  
Bataan Memorial Building  
407 Galisteo Street, Room 180  
Santa Fe, NM 87501

Olivia Padilla-Jackson  
DFA Cabinet Secretary  
SCCC Chair

August 12, 2019

TO: Katherine B. Miller, County Manager

**SUBJECT:** County-Optional Agreement to Conduct Outreach Related to the 2020 Census

The New Mexico Department of Finance and Administration (DFA) would like to invite the New Mexico counties to receive funds that the Legislature appropriated to support 2020 Census complete-count efforts.

#### **BACKGROUND AND IMPACT**

The U.S. Constitution mandates (Article I, Section 2) that a headcount occur every ten years, of everyone residing the United States. It includes *all* people, irrespective of age, race, or citizenship status. The 2020 Census, for the first time, will offer self-response to the 10-questions online beginning March 12, 2020 and ending July 24, 2020. The population totals from this census will determine the number of seats each state has in the House of Representatives, and states also use the data to apportion and redistrict legislative and school districts. The population totals also affect funding. New Mexico receives over \$7.8 billion each year through census-informed federal programs which benefit the entire community by providing per capita funds for health care, nutrition, highways, education, and housing. Each New Mexican not counted equates to a loss of approximately \$3,745 in funding per year. If New Mexico undercounts residents by only 1%, we would lose an estimated \$780 million in revenue over the next 10 years.

To address the challenges of a complete and accurate count, Governor Michelle Lujan Grisham issued Executive Order 2019-007, creating the Statewide Complete Count Commission (SCCC). New Mexico's communication and outreach strategy will focus on geographic areas containing populations who are "least likely to respond" and have low self-response rates in 2010. These areas and populations are commonly referred to as "hard-to-count" (HTC). It is estimated that approximately 43% of New Mexico's population live in HTC areas and New Mexico is considered the hardest to count state in the nation.

#### **FUNDS AVAILABLE TO COUNTIES**

In concert with these efforts, the New Mexico Legislature appropriated \$3.5 million to DFA to support local government complete count efforts for the 2020 Census. Of these appropriated funds, \$2.4 million is available to participating New Mexico counties to conduct 2020 Census outreach, promotion, and education to increase the self-response rate and accuracy of the 2020 Census. The amount of funding available to your county is a function of the proportion of anticipated non-self-responders residing in your county and how hard to count your county is, relative to other New Mexico counties. Furthermore, for our smallest counties, DFA has ensured that at least \$10,000 in funding is available for Census

outreach efforts. The remaining funds will be used for grants with tribal governments, a public schools campaign, media outreach and administrative costs.

This letter provides a county-optional agreement to receive funds to promote participation in the 2020 Census. To receive outreach funding, counties must pass a resolution to form or join a Local Complete Count Committee (LCCC) and, after doing so, enter a basic grant agreement with DFA.

Counties play a significant role in ensuring that all New Mexicans are aware of the Census and are ready to be counted. While DFA will disperse census outreach funding directly to counties, DFA encourages recipient counties to collaborate with municipalities within their jurisdiction and subcontract to community-based organizations on outreach efforts. Counties that have Native American Tribes, Pueblos or Nations within their boundaries must attempt to coordinate their outreach efforts with Tribal governments through intergovernmental agreements.

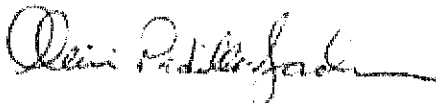
Counties choosing to receive outreach funding, must submit the following attached documents to the Department of Finance and Administration no later than **September 27, 2019**:

1. County Resolution [**Attachment I**]
2. Intergovernmental Grant Agreement [**Attachment II**]
3. Outreach Plan [**Attachment III**]

Department of Finance & Administration  
Office of the Secretary  
Attention: NM Census Coordinator, Paige Best  
Bataan Memorial Building  
407 Galisteo Street, Room 180  
Santa Fe, NM 87501

The Department of Finance and Administration expects to make funding available by **October 11, 2019**.

Sincerely,



Olivia Padilla-Jackson  
DFA Cabinet Secretary  
SCCC Chair

## **Attachment I**

[BCC Resolution 2018-68 and  
BCC Resolution 2019-78 creating the  
Santa Fe County  
Census 2020 Complete Count Committee]

SANTA FE COUNTY  
BOARD OF COUNTY COMMISSIONERS  
RESOLUTION NO. 2018 - 68

**A Resolution Supporting the United States Census Bureau by Creating a Census 2020  
"Complete Count Committee" to provide the County with Assistance and Advice in  
Obtaining the Most Accurate and Complete Population Count in the Upcoming Decennial  
Census.**

**WHEREAS**, the United States Census has been performed every ten years since 1790, with the last census conducted in 2010; and

**WHEREAS**, Santa Fe County's decennial census population count directly affects the amount of federal revenue distributed to Santa Fe County for roads, schools, libraries, senior centers, day care centers, and hospitals; and

**WHEREAS**, an accurate population count within the County helps the Governing Body better plan and fund needed facilities based on population distribution within the County, and

**WHEREAS**, the county welcomes assistance and advice from community-based organizations, the public school districts, local businesses and the media in counting the entire local population, including traditionally hard to count, or undercounted, populations within the County; and

**WHEREAS**, the more informed that residents become about the 2020 census operations, the better their understanding of the census process becomes, thus increasing their willingness to be part of the successful enumeration in 2020; and

**WHEREAS**, it is estimated that for every local resident that is not counted in our county, the County could lose an estimated \$2,972 per person in federal funding each year; and

**WHEREAS**, in census year 2000 Santa Fe County attained a 67% response rate and in census year 2010 achieved a 68% response rate. In comparison to the State response rate of 62% in 2000 and 65% in 2010 and we continue to strive to increase the response rate in 2020; and


**WHEREAS**, the United States Census Bureau (Census Bureau) is required by law to protect information provided by particular individuals; and

**WHEREAS**, the Census Bureau is not permitted to publicly release responses furnished by any particular individual, or on behalf of an individual, or release information to other governmental agencies, including the Internal Revenue Service, the Immigration and Naturalization Service, law enforcement agencies or welfare agencies. Per the Federal Cybersecurity Enhancement Act of 2015, census data is protected from cybersecurity risks through screening of the systems that transmit this data; and

**WHEREAS**, everyone, whether a United States citizen, an immigrant or an undocumented worker needs the goods and services provided by local and state government, paid for, in part, by federal grants.

SEC RECORDED 06/27/2018

APPROVED AS TO FORM:

  
R. Bruce Frederick  
County Attorney

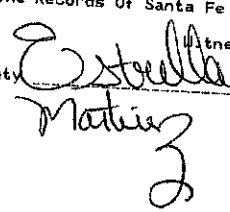
ATTESTATION:

  
Geraldine Salazar  
Santa Fe County Clerk



COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss  
I Hereby Certify That This Instrument Was Filed for  
Record On The 27TH Day Of June, 2018 at 10:47:24 AM  
And Was Duly Recorded as Instrument # 1861170  
Of The Records Of Santa Fe County

BCC RESOLUTIONS  
PAGES: 3

Deputy   
Witness My Hand And Seal Of Office  
Geraldine Salazar  
County Clerk, Santa Fe, NM

SFC RECORDED 06/27/2018

**THE BOARD OF COUNTY COMMISSIONERS OF  
SANTA FE COUNTY  
RESOLUTION NO. 2019 - 78**

A RESOLUTION AMENDING RESOLUTION 2018-68, A RESOLUTION  
SUPPORTING THE UNITED STATES CENSUS BUREAU BY CREATING A  
CENSUS 2020 "COMPLETE COUNT COMMITTEE" TO PROVIDE THE COUNTY  
WITH ASSISTANCE AND ADVISE IN OBTAINING THE MOST ACCURATE AND  
COMPLETE POPULATION COUNT IN THE UPCOMING DECENNIAL CENSUS

**WHEREAS**, the Board of County Commissioners of Santa Fe County ("Board") adopted Resolution 2018-68 ("Census Resolution") to establish the Census 2020 Complete Count Committee ("Committee");

**WHEREAS**, the Census Resolution should be amended to facilitate the establishment and administration of the Committee;

**NOW, THEREFORE, BE IT RESOLVED** by the Board that the Census Resolution is amended as follows:

- Section 5.     **MEMBERSHIP:** The Committee shall consist of no more than thirty (30) members. The Board shall appoint the members and the chairperson.
- Section 6.     **TIME:** The Committee shall serve through June 2020, at which time the Committee shall dissolve without the need for a separate resolution.
- Section 7.     **MEETINGS:** The Committee shall conduct all meetings in accordance with state and County resolutions, including Resolution No. 2018-119, as may be amended or superseded from time to time. The Committee shall meet no less than every three months and more frequently as the Committee deems necessary.

**PASSED, APPROVED, AND ADOPTED THIS 26th DAY OF JUNE, 2019.**

**BOARD OF COUNTY COMMISSIONS  
OF SANTA FE COUNTY**

By: Anna T. Hamilton  
Anna T. Hamilton, Chair

SFC CLERK RECORDED 06/26/2019

## **Attachment II**



**NEW MEXICO DEPARTMENT OF FINANCE AND ADMINISTRATION  
INTERGOVERNMENTAL GRANT AGREEMENT**

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GRANT AGREEMENT NUMBER:

To be completed by DFA

GRANTOR:

NEW MEXICO DEPARTMENT OF FINANCE AND ADMINISTRATION  
(GRANTOR)

GRANTOR ADDRESS:

BATAAN MEMORIAL BUILDING, ROOM 180, 407 GALISTEO STREET,  
SANTA FE, NM 87501

GRANTOR CONTACT INFORMATION:

Paige Best, NM Census Coordinator

Phone: 505-795-2235

Email: [paigeL.best@state.nm.us](mailto:paigeL.best@state.nm.us)

GRANTEE NAME (GRANTEE):

Santa Fe County

GRANTEE ADDRESS:

P.O. Box 276  
Santa Fe, NM 87504

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**I. THE AWARD**

This Grant Agreement is made in good faith between the Grantor and Grantee named above, effective as of the date of the signature of the Cabinet Secretary of Grantor on the last page of this Agreement.

This Grant is to be utilized solely for the purpose of ensuring a fair, accurate and complete count for New Mexico, thereby achieving the highest self-response rate possible of hard-to-count (HTC) communities and populations in New Mexico.

This award is made from funds appropriated by the Legislature to the Grantor pursuant to N.M. Laws 2019 (54th Legislature, 1st Session), Chapter 271, Section 5(37).

GRANTOR will provide GRANTEE with the Award no later than October 11, 2019, provided that GRANTEE submits to GRANTOR: (1) a copy of GRANTEE's resolution to form or join a Local Complete Count Committee, in accordance with Task 1 of the Scope of Work herein; (2) an executed copy of this Agreement, in accordance with Task 2 in the Scope of Work herein; (3) an Outreach Plan, in accordance with Task 3 in Scope of Work herein.

## II. TERMS AND CONDITIONS

### A. Scope of Work

The Grantee agrees that it shall utilize funds only to provide promotion and outreach (educate, motivate, activate) activities to inform all New Mexicans of the importance of self-responding to the 2020 Census questionnaire and to avoid an undercount as stated in Executive Order 2019-007. The Grantee agrees to make no change in the Scope of Work without written permission from Grantor.

<b>Task 1 – Pass a County Resolution to form or join a Complete Count Committee in conjunction with the U.S. Census Bureau, due by September 27, 2019. [Attachment I]</b>	
1.0	<p>The GRANTEE shall:</p> <ul style="list-style-type: none"> <li>• Schedule in-person or phone call meetings to work with the U.S. Census Bureau Partnership Specialists and Partnership Coordinator for census training for forming or joining a Complete Count Committee.</li> <li>• Include at least one Native American representative to sit on the Complete Count Committee.</li> <li>• Include at least one member of a community-based organization to sit on the Complete Count Committee.</li> </ul> <p><b>Contacts:</b></p> <p>Veronica Arzate De Reyes, Northern &amp; Central NM Partnership Specialist, U.S. Census Bureau <a href="mailto:veronica.m.arzate.de.reyes@2020census.gov">veronica.m.arzate.de.reyes@2020census.gov</a> 972-979-1632</p> <p>Sergio Martinez, Partnership Coordinator, U.S. Census Bureau <a href="mailto:sergio.a.martinez@2020census.gov">sergio.a.martinez@2020census.gov</a> 385-484-1992</p> <p>Steven Montano, Southern NM Partnership Specialist, U.S. Census Bureau <a href="mailto:Steven.montano@2020census.gov">Steven.montano@2020census.gov</a> 575-805-6833</p> <p>Kenneth Pin, Northern Tribal Partnership Specialist, U.S. Census Bureau <a href="mailto:Kenneth.c.pin@2020census.gov">Kenneth.c.pin@2020census.gov</a> 505-603-0007</p> <p>Amber L. Carrillo, Southern Tribal Partnership Specialist, U.S. Census Bureau <a href="mailto:Amber.l.carrillo@2020census.gov">Amber.l.carrillo@2020census.gov</a> 817-897-1601</p>
<b>Task 2 – Intergovernmental Grant Agreement executed by County Manager, due by September 27, 2019. [Attachment II]</b>	

**Task 3 – Outreach Plan providing a description of how the recipient county plans to expend the granted funds to achieve the highest self-response rate on the 2020 Census questionnaire, due by September 27, 2019.  
[Attachment III]**

3.0	<p>GRANTEE shall:</p> <p>Provide an Outreach Plan that includes a local, grassroots approach to reaching the least likely to respond with specific strategies, tactics and timelines(s), collaboration(s), plans to leverage other funds, initial plans for subcontract(s) and tribal intergovernmental agreement(s), if any, to achieve the highest self-response rate on the Census 2020 questionnaire. To facilitate GRANTEE's development of its Outreach Plan, Grantor has provided Attachment III herein.</p>
3.1	<p>In the Outreach Plan, GRANTEE shall:</p> <p>Describe approach to focus funding and outreach efforts in geographic areas and demographic populations who are least likely to respond including, for example, but not limited to:</p> <ul style="list-style-type: none"> <li>○ Urban Native Americans and Tribal Governments/Communities</li> <li>○ Renters</li> <li>○ Latinos</li> <li>○ Immigrants</li> <li>○ Hispanics</li> <li>○ African-Americans</li> <li>○ Asian Communities</li> <li>○ Children Age 0-5</li> <li>○ Migrant Farmworkers</li> <li>○ Remote, Rural Areas</li> <li>○ Transients (snowbirds, truck drivers, physicians)</li> <li>○ People with Disabilities</li> <li>○ Seniors (65+)</li> <li>○ Homeless Individuals and Families living in nonconventional housing arrangements (no-family households, group quarters, illegal/unregistered dwellings)</li> <li>○ Areas with low broadband subscription rates and limited or no access</li> <li>○ Households with Limited English Proficiency</li> <li>○ Low-income and/or receiving public assistance</li> </ul> <p>Work with State Demographer to identify Hard-to-Count (HTC) census tracts within local jurisdiction of historically undercounted populations and communities most at risk: See <u>CUNY Mapping Service</u> for additional information.</p> <p><b>Contact:</b> Robert Rhatigan, State Demographer, Geospatial Populations Studies Program, University of New Mexico <a href="mailto:rhatigan@unm.edu">rhatigan@unm.edu</a> 505-277-4034</p> <p>In the Outreach Plan, GRANTEE shall also note how communications and contacts that GRANTEE routinely has with GRANTEE's residents (e.g., communications from GRANTEE's tax assessor, clerk, etc.) might be modified to inform residents of the 2020 Census and its significance.</p>

3.2	<p>In the Outreach Plan, GRANTEE shall:</p> <p>Provide a plan showing an integrated and coordinated approach working with the U.S. Census Bureau, the NM 2020 Statewide Complete Count Commission (SCCC), communities, schools, libraries, tribal governments, if applicable, and community-based organizations (CBOs), to maximize impact and avoid duplication, and to address gaps.</p> <p>The outreach plan shall explain how:</p> <ul style="list-style-type: none"> <li>○ The Local Complete Count Committee will provide census education and awareness in HTC census tracts during the November to December <b>Education Phase</b>.</li> <li>○ The Local Complete Count Committee will conduct community organization mobilization during the January to mid-March <b>Motivation Phase</b>.</li> <li>○ The Local Complete Count Committee will encourage online self-response during the mid-March to Early April <b>Activation Phase</b>.</li> <li>○ The Local Complete Count Committee will encourage cooperation with the U.S. Census Bureau enumerators for <b>Non-Response Follow-Up (NRFU)</b> during the May – June, 2020 timeframe.</li> </ul> <p>Plans should include specific activities and events, with dates, and a description of what methods will be utilized during each outreach (Educate, Motivate, Activate, NRFU) phase/timeframe, and who will conduct this work.</p>
3.3	<p>In the Outreach Plan, GRANTEE shall:</p> <p>Provide a budget proposal using the budget template [Exhibit A] of the County's allocated outreach funding provided by the GRANTOR including, for example, but not limited to:</p> <ul style="list-style-type: none"> <li>• Administrative costs (not to exceed 10% of total allocation)</li> <li>• Outreach (events, meetings, materials, etc.).</li> <li>• Travel</li> <li>• Hard-to-Count Mapping and Reporting</li> <li>• Language Access Plan</li> <li>• Printing flyers, brochures, posters, stickers, etc.</li> <li>• Media</li> <li>• Contracting or subgranting or Intergovernmental agreements with tribal governments</li> </ul>
<b>Task 4 – Implement Census Outreach Plan Activities and Events from November to June 2020.</b>	
4.0	<p>GRANTEE shall:</p> <p>Once LCCC formed, including resolution, and census-trained:</p> <ul style="list-style-type: none"> <li>• Schedule in-person or phone call meetings to work with the State Demographer to: <a href="https://gps.unm.edu/census2020/htcmap">https://gps.unm.edu/census2020/htcmap</a> and <a href="https://www.census.gov/roam">https://www.census.gov/roam</a> <ul style="list-style-type: none"> <li>○ Map Hard-to-Count (HTC)/least likely to respond areas.</li> <li>○ Identify potential partners such as CBOS and tribal governments.</li> <li>○ Develop appropriate media messaging for Hard-to-Count areas.</li> </ul> </li> </ul> <p><b>Contact:</b> Robert Rhatigan, State Demographer, Geospatial Populations Studies Program, University of New Mexico <a href="mailto:rhatigan@unm.edu">rhatigan@unm.edu</a> 505-277-4034</p>

4.1	<p>GRANTEE shall:</p> <ul style="list-style-type: none"> <li>• Use the UNM-Geospatial Population Studies Hard-to-Count Block Group Maps to update/modify Outreach Plan <a href="https://gps.unm.edu/census2020/htcmmap">https://gps.unm.edu/census2020/htcmmap</a></li> </ul> <p>Implement Outreach Plan including, for example, but not limited to:</p> <p><b>Education Phase:</b> November to December</p> <ul style="list-style-type: none"> <li>• Census Training <ul style="list-style-type: none"> <li>○ Technical Assistance</li> <li>○ Train-the-Trainer Services</li> </ul> </li> </ul> <p><b>Motivation Phase:</b> January to mid-March</p> <ul style="list-style-type: none"> <li>• Direct Outreach <ul style="list-style-type: none"> <li>○ Door-to-Door Canvassing, particularly in Hard-to-Count areas.</li> <li>○ Phone Banking</li> <li>○ Coalition Building</li> <li>○ Participating in and/or forming Community CCCs</li> <li>○ Venues (community centers, churches, mosques, synagogues)</li> </ul> </li> <li>• Community Education <ul style="list-style-type: none"> <li>○ Libraries</li> <li>○ Events (Athletic, Agricultural, Business Expos, Rodeos, Cultural)</li> <li>○ Meetings (Townhalls, Chamber of Commerce, Unions, Associations)</li> </ul> </li> <li>• Media (Local and Ethnic) Outreach <ul style="list-style-type: none"> <li>○ Local &amp; Ethnic Radio</li> <li>○ Local &amp; Ethnic Newspapers</li> <li>○ Local &amp; Ethnic Television</li> <li>○ Banners/Digital Billboards/Murals/Bus-Wraps/Street Art</li> <li>○ Social Media Influencers linking to SCCC's <a href="https://www.icountnm.gov">icountNM.gov</a> social media accounts</li> <li>○ E-mail blasts to contacts and social networks</li> <li>○ <i>Commit to the Census</i> Text Messaging Reminders (March 12, 2020 self-response)</li> </ul> </li> </ul> <p><b>Activation Phase:</b> Mid-March to Early April</p> <ul style="list-style-type: none"> <li>• Assistance Centers <ul style="list-style-type: none"> <li>○ Questionnaire Assistance Centers (QAC)</li> <li>○ Questionnaire Assistance Kiosks (QAK)</li> </ul> </li> </ul> <p><b>May to June 2020 timeframe</b></p> <ul style="list-style-type: none"> <li>• Non-Response Follow-Up (NRFU)</li> </ul>
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B. Reporting

1. The Grantee shall submit Monthly Reports that shall contain: (1) a description of all expenditures; (2) the relationship of that expenditure to the stated scope of work; and (3) any other relevant information. Grantee shall submit the Monthly Reports along with the Monthly Expenditure Report (see template in Exhibit B) during the term of the Grant Agreement. The first Monthly Report with the Monthly Expenditure Report [Exhibit B] is due **October 15, 2019**. Reports are due monthly by the 15<sup>th</sup> day of the following month, and must provide a comprehensive itemization of expenditures. If the Grantee uses awarded funds to contract with a third party community-based organization to provide outreach services, the Grantee must document in the Monthly Expenditure Report template [Exhibit B] the Grantee's expenditures arising from each and every contract and

proof of payment (copy of invoice).

2. The Grantee shall submit Quarterly Reports using the Quarterly Report template. [Exhibit C] The Quarter 1 Report is due **October 30, 2019**. The Quarter 2 Report is due **January 30, 2020**. The Quarter 3 Report is due **April 30, 2020**.
3. The Grantee shall submit a Final Performance and Financial Report that includes a narrative of accomplishments under this Grant Agreement and a summary of actual costs. The Grantee shall promptly remit any unused funds to Grantor, in accordance with the terms provided herein. The Final Performance and Financial Report is due on **June 30, 2020**. At a minimum, the Final Performance and Financial Report may include: (1) Overview of Non-Response Follow-Up activities during the May-June, 2020 timeframe; (2) Detailed report on strategies, tactics and timeline(s) used throughout the Census Outreach Campaign; (3) Lessons learned and best practices that may inform subsequent Census outreach efforts; (4) Recommendations for 2030; (5) List of contracts entered into, including identification of subcontractors; (6) List of partnerships formed; (7) Full list of activities and events for Census outreach; and (8) Copies of creative media, videos, flyers, and advertisements used in Census outreach efforts.
4. A summary of the reporting-related due dates is as follows:

	Reports	Due Date
1	Monthly Report [Exhibit B]	Monthly by the 15 <sup>th</sup> day of the following month
2	Quarterly Report [Exhibit C]	October 30, 2019 January 30, 2020 April 30, 2020
3	Final Performance and Financial Report	June 30, 2020

5. Reports shall be sent electronically to the NM Census Coordinator, Paige Best. [paigeL.best@state.nm.us](mailto:paigeL.best@state.nm.us)

C. Additional Reporting Requirements

The Grantee must immediately report in writing to the Grantor any alleged acts or allegations of fraud or misappropriation of funds for work authorized under this Grant Agreement. This extends to reporting any legal action, lawsuit, bankruptcy, or other action that may jeopardize the successful completion of the Scope of Work.

D. Award

The Grantee may seek an award for all qualifying expenditures as described above. Grantor will advance the entire Grant award upon execution of this Grant. The Grant award to Santa Fe County is an amount of \$137,924.08.

All expenditures by Grantee shall be supported with proper procurement, invoices and proof of payment, and must coincide with and be included in the monthly reports required pursuant to this Agreement.

E. Purchases

All purchases shall comply with the requirements of the New Mexico Procurement Code and the rules promulgated thereunder.

B. Record Retention

Grantee must maintain financial and administrative records for funds expended as part of this Grant for a minimum period of six (6) years following the close of this Grant. During the period of record retention, the Grant may be audited, and the Grantee agrees to make their records available to auditors upon request from Grantor.

C. Monitoring

Grantor may periodically monitor the Grantee to ensure that Grant goals, objectives, timelines, budget and other related Grant criteria are being met. Grantor reserves the right to periodically review and conduct analysis of the Grantee's financial, programmatic, and administrative policies and procedures. This may include unscheduled desk audits and field inspections. The Grantee shall accommodate such requests within reason. If the Grantee encounters any unanticipated problem with the Scope of Work, allowed costs, procurement, permitting, or other difficulty, the Grantee must communicate that problem to Grantor promptly.

H. Notice provisions and Grantee Representatives

Whenever written notices, including written decisions, are to be given or received, related to this Grant, the following provisions shall apply.

The Grantee designates the person(s) listed below, or their successor, as their official representative(s) concerning all matters related to this Grant:

Grantee Principal Point of Contact: Patricia Boies, Health Services Division Director, Community Services Department 505 -995-9538

Grantee Secondary Point of Contact: Gina Capener, Operations Manager, Community Services Department 505-992-9830

Grantee agent with authority to sign this Agreement: Katherine Miller, County Manager

I. Liability

Neither party shall be responsible for liability incurred as a result of the other party's acts or omissions in connection with this Agreement. Any liability incurred in connection with this Agreement is subject to immunities and limitations of the New Mexico Tort Claims Act. Grantor reserves all immunities and limitations on liability provided by law.

J. Property Disposition

Upon the Grantee's disposition of any property acquired with funds awarded pursuant to this agreement, the Grantee must seek the approval for that disposition from either the New Mexico Board of Finance or the Local Government Division of the Department of Finance and Administration in accordance with law. The Grantee agrees that approval for the Grantee's disposition of such property might require reimbursement to the State.

K. Intergovernmental Agreements

The Grantee may enter into a Memorandum of Agreement or a Joint Powers Agreement with one or more counties or municipalities to coordinate census-related outreach activities and use awarded funds for that purpose. If the Grantee is a County listed in [Exhibit D] which encompasses one of the twenty-three (23) federally recognized tribes, the Grantee shall attempt to sign an agreement with the tribal governments within the County to coordinate efforts to count Native American populations. If Grantee executes any such intergovernmental agreement, the Grantee shall inform Grantor of the agreement and provide to Grantor a copy of the same, as provided in the reporting requirements herein.

L. Subcontracting

The Grantee may contract any portion of the census outreach activities and services to be performed under this Agreement to a census trained community-based organization working in New Mexico. The Grantee may refer to a contact list and map of available Community-Based Organizations working statewide. [Exhibit E] If Grantee executes any contract in which Grantee commits to paying awarded funds to contractor to perform census outreach-related activities, the Grantee shall inform Grantor of the contract and provide to Grantor a copy of the same, as provided in the reporting requirements herein.

M. Data Confidentiality

The Grantee shall protect the confidentiality, privacy and security of all confidential information and data that could identify an individual or household. The Grantee shall not release any confidential information to any third party or agency.

N. Scope of Agreement

This Agreement constitutes the entire and exclusive agreement between the Grantee and Grantor concerning the subject matter hereof. The Agreement supersedes any and all prior or contemporaneous agreements, understandings, discussions, communications, and representations, written or verbal.

O. Termination

This Agreement terminates on June 30, 2020 ("the Termination Date").

P. Remittance of Undocumented or Unexpended Grant Funds

If the Grantee fails to document in an invoice any expenditures of any Grant funds pursuant to the requirements provided for by Section II.B ("Reporting") by the Termination Date, then, by that date, Grantee must remit to Grantor those Grant funds for which properly documented expenditures are not provided. If Grantee fails to expend any Grant funds by the Termination Date, then, by no later than that date, Grantee must remit to Grantor any unexpended Grant funds. Grantor reserves the right to clawback from Grantee any undocumented or unexpended funds by any legal means available to Grantor.



IN WITNESS WHEREOF, the Grantee and Grantor do hereby execute this Grant Agreement as of the date last written below.  
This Grant Agreement has been approved by:

GRANTEE:

By:

Katherine Dyll  
County Manager

9.3.2019  
Date

Approved as to form  
Santa Fe County Attorney

By: [Signature]  
Date: 9/28/19

FOR THE GRANTOR, THE NEW MEXICO DEPARTMENT OF FINANCE AND ADMINISTRATION:

By:

\_\_\_\_\_  
Olivia Padilla-Jackson, Cabinet Secretary, Grantor

\_\_\_\_\_  
Date

**SANTA FE COUNTY****Budget****Grant Agreement #:****Project: Statewide Complete Count Census Outreach****Fiscal Year 2020 (July 1, 2019 to June 30, 2020)**

Budget Categories	BUDGET
Contracting or subgranting or Intergovernmental agreements with tribal governments	\$ 90,000.00
Media	\$ 19,000.00
Printing flyers, brochures, posters, stickers, etc	\$ 27,924.08
Outreach (events, meetings, materials, etc.)	\$ 1,000.00
<b>TOTAL</b>	<b>\$ 137,924.08</b>

## EXHIBIT B

[illegible][illegible]

Date \_\_\_\_\_

Submit electronically the monthly written report narrative (Microsoft Word) along with the Monthly Expenditure Report (Microsoft Excel) template [Exhibit B] and a copy of invoice(s) during the term of the Grant Agreement to the NM Census Coordinator, Paige Best. [paigel.best@state.nm.us](mailto:paigel.best@state.nm.us)

**EXHIBIT C**  
**QUARTERLY REPORT TEMPLATE**

- A. Description of Census Outreach activity and events for the Quarter by Phase (Education, Motivation, Activation).

Quarter 1 Report: Planning & Education Phase

Quarter 2 Report: Planning, Education and Motivation Phase

Quarter 3 Report: Planning, Education, Motivation and Activation Phase

- B. Description of Subcontracted work including accomplishments.

- C. Description of collaboration with Partners and leveraging of other funds.

- D. Summary of Expended Budget. (using Exhibit B)

Submit electronically the one-page Quarterly Report template (Microsoft Word) [Exhibit C] describing A, B, C, and D during the term of the Grant Agreement to the NM Census Coordinator, Paige Best. [paigeL.best@state.nm.us](mailto:paigeL.best@state.nm.us)

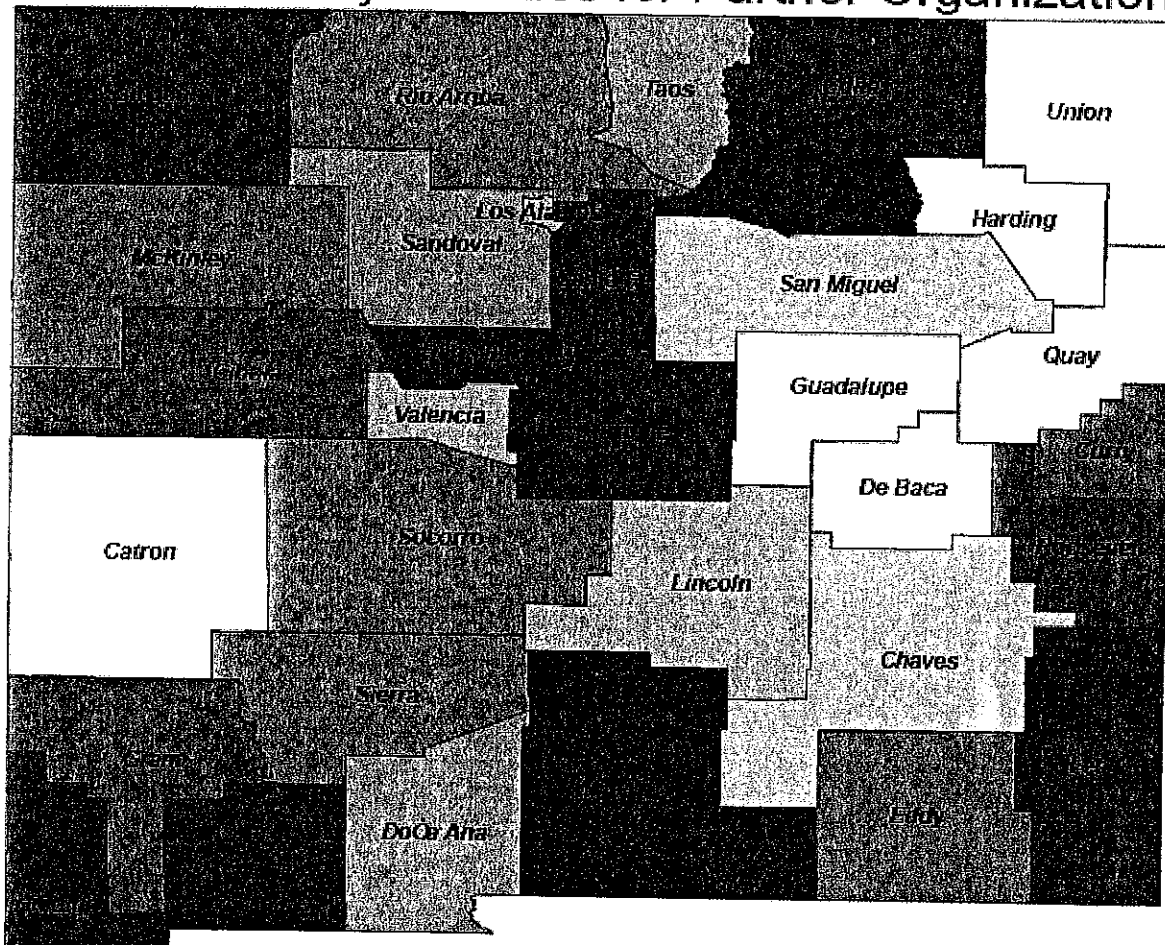
**EXHIBIT D**  
**23 NM FEDERALLY RECOGNIZED TRIBES IN NM COUNTIES**  
**PUEBLO CONTACTS**

Column1	Column2	Column3
Acoma	Noreen Lowden	nlowden@poamail.org
Cochiti	Marie Cordero	m_cordero@pueblodecochiti.org
Isleta	Nanette Coriz	poi03001@isletapueblo.com
Isleta del Sur	Zeke Garcia	zgarcia@ydsp-nsn.gov
Jemez	Matilda Shendo	mrshendo@jemezpueblo.us
Laguna	Lorraine Silva	lsilva@pol-nsn.gov
Nambe	Bernadette Trujillo	btrujillo@nambepueblo.org
Ohkay Owingeh	Lisa Lopez	lisa.lopez@ohkay.org
Picuris	Gwen Simbolo	tribalsecratary@picurispueblo.org
Pojoaque	Laurie Ann Turralde	laiturralde@pajoaque.org
San Felipe	Jalene Tenorio	jalenet@sfpueblo.com
San Idelfonso	Marcel Povijua	mmpovijua@sanipueblo.org
Sandia	Linda Martinez	lsmartinez@sandiapueblo.nsn.us
Santa Ana	Raquel Pena-Armijo	raquel.pena@santaana-nsn.org
Santa Clara	John Shije	johns@santaclara.org
Santo Domingo	Ardina Tenorio	atenorio@kewa-nsn.us
Taos	Leslie Keobone	tpenrollment@taospueblo.com
Tesuque	Ramos Romero	5059832667
Zia	Sylvia Saiz	sylvia@ziapueblo.org
Zuni	Fabian Vicente	fabianvicenti@ashiwi.org

Source: Melanie Aranda Center for Civic Policy [maranda.ccp@gmail.com](mailto:maranda.ccp@gmail.com)

**EXHIBIT E**  
**COMMUNITY-BASED ORGANIZATIONS MAP**

# Census County Priorities for Partner Organizations



## Legend

### NM Counties

<all other values>

### Selected Counties by Organization



Bernalillo: See attached list

Chaves: SOMOS, EQNM

Cibola: 10 Southern Pueblos (TSP)

Colfax: TCF

Curry: SOMOS, UWENM

Dona Ana: CAASNM, CFSNM, EC, EQNM, FT, NMDT

Eddy: SOMOS

Grant: EQNM, CFSNM

Hidalgo: CFSNM, GCCF

Lea: LM, SOMOS

Lincoln: CFSNM

Los Alamos: LACF

Luna: CFSNM, GCCF

McKinley: FT, TSP

Mora: SFCF

Otero: Mescalero, CFSNM

Rio Arriba: ENIPC, FT, TWU

Roosevelt: SOMOS

San Juan: EQNM

San Miguel: SFCF

Sandoval: NMAFC, El Centro, TSP

Santa Fe: ENIPC, NMAHC, SFCF, SFIC, SOMOS

Sierra: CFSNM

Socorro: CCP

Taos: ENIPC, EQNM, TCF

Torrance: ACF, UW

Valencia: El Centro, TSP

Melanie Aranda  
Center for Civic Policy  
maranda.ccp@gmail.com

# **EXHIBIT E** **COMMUNITY-BASED ORGANIZATION CONTACTS**

Name	Column1	Org	Email	County	-1
Alexandra Paisano		First Nations	alexandra.paisano@fnch.org	Bernalillo	
Alma Olivas		Centro Savila	alma@centrosavila.com	Bernalillo	
Anni Leming		NM Asian Family Ctr	anni@nmafc.org	Bernalillo	
Bev McMillan		United Way	Bev.McMillan@uwcnm.org	Bernalillo	
Bianca Encinas		South Valley Main Street	southvalleymainstreet@gmail.com	Bernalillo	
Cathryn McGill		NM Black History Organizing Committee	cathryn@nmblackhistorymonth.com	Bernalillo	
Dannette Townsend		ABC Community Schools	dtownsend@bermco.gov	Bernalillo	
Enrique Cardiel		Bernalillo County Community Health Council	enrique@bchealthcouncil.org	Bernalillo	
Felipe Rodriguez Romero		NM Dream Team	frodriguez@unitedwedream.org	Bernalillo	
George Lujan		SWOP	george@swop.net	Bernalillo	
Hana Gossett		Coalition to End Homelessness	hana-g@nmceh.org	Bernalillo	
Jacob Vigil		Voices for Children	jacob.g.vigil82@gmail.com; jvigil@nmvoices.org	Bernalillo	
Jaime Goshay		Native Women Lead	jaime@roanhorseconsulting.com	Bernalillo	
James Povijua aka Warren James Honabarger		Center for Civic Policy	jpovijua.ccp@gmail.com	Bernalillo	
John Murray		Albuquerque Interfaith	jdurraynmusa@gmail.com	Bernalillo	
Kylea Good		Safe Street NM	s.goodco@gmail.com	Bernalillo	
Nathaniel Hughes		Veterans Integration Centers	Nathaniel.hughes@nmvic.org	Bernalillo	
Nichelle Gilbert		Partnership for Community Action	nlchelleg@forcommunityaction.org	Bernalillo	
Pamela Herndon		KWH Law Center for Social Justice and Change	pamela.herndon@gmail.com	Bernalillo	
Randy Royster		ABQ Community Foundation	randy@abqcf.org; chanel@abqcf.org	Bernalillo	
Rosalinda Dorado		El Centro de Igualdad y Derechos	rdorado@elcentronm.org	Bernalillo	
Virginia Castillo Dickson		AARP	vdickson@icloud.com; vdickson@me.com	Bernalillo	
Zane Stephens		Transgender Resource Center	zane@trcnm.org	Bernalillo	
Matthew Henderson		Organizing in the Land of Enchantment	matthewhenderson@gmail.com	Bernalillo	
Adrian Carver		Equality NM	adrian@eqnm.org	Bernalillo	
Christy Sobolik		New Mexico Immigrant Law Center	csobolik@nmilc.org	Bernalillo	
Tina Farrenkopf		National Indian Youth Council	tfarrenkopf@niyc-aib.org	Bernalillo	
Laura Harris		Americans for Indian Opportunity	lharris@aio.org	Bernalillo	
Marcela Diaz	SOMOS	SOMOS un Pueblo Unido	marcela@somosunpueblounido.org	Chaves	
Adrian Carver	EQNM	Equality NM	adrian@eqnm.org	Chaves	
Gov. David Toledo	TSP	Ten Southern Pueblos	575-834-7359	Cibola	
Lisa O'Brien	TCF	Taos Community Foundation	director@taoscf.org	Colfax	
Marcela Diaz	SOMOS	SOMOS un Pueblo Unido	marcela@somosunpueblounido.org	Curry	
Erinn Burch	UWENM	United Way of Eastern New Mexico	staff@unitedwayenm.org	Curry	
Angelica Rubio	CAFE	NM Comunidades en Accion	angelica@organizenm.org	Doña Ana	
Mark A. Hohnstreiter	CAASN	Community Action Agency of Southern New	markh@caasnm.org	Doña Ana	
Daisy Maldonado	EC	Empowerment Congress	daisy@empowernm.org	Doña Ana	
Adrian Carver	EQNM	Equality NM	adrian@eqnm.org	Doña Ana	
Adrian Barboa	FT	Forward Together	adriann@forwardtogether.org	Doña Ana	
Terra V Winter	CFSNM	Community Foundation of Southern NM	terra@cfsnm.org	Doña Ana	
Marcela Diaz	SOMOS	SOMOS un Pueblo Unido	marcela@somosunpueblounido.org	Eddy	
Alexandra Tager	GCCF	Grant County Community Foundation	grantcountycommunityfoundation@gmail.com	Grant	
Adrian Carver	EQNM	Equality NM	adrian@eqnm.org	Grant	
Terra V Winter	CFSNM	Community Foundation of Southern NM	terra@cfsnm.org	Grant	
Terra V Winter	CFSNM	Community Foundation of Southern NM	terra@cfsnm.org	Hidalgo	
Alexandra Tager	GCCF	Grant County Community Foundation	grantcountycommunityfoundation@gmail.com	Hidalgo	
Marcela Diaz	SOMOS	SOMOS un Pueblo Unido	marcela@somosunpueblounido.org	Lea	
Mara Salcido	LM	Lovington Mainstreet	director@lovingtonmainstreet.org	Lea	
Terra V Winter	CFSNM	Community Foundation of Southern NM	terra@cfsnm.org	Lincoln	
Rachel Kizielewicz	LACF	Los Alamos Community Foundation	info@losalamoscfc.org	Los Alamos	

Source: Melanie Aranda Center for Civic Policy [maranda.ccp@gmail.com](mailto:maranda.ccp@gmail.com)

# **EXHIBIT E** **COMMUNITY-BASED ORGANIZATION CONTACTS**

Name	Column1	Org	Email	County	!
Terra V Winter	CFSNM	Community Foundation of Southern NM	terra@cfsnm.org	Luna	
Alexandra Tager	GCCF	Grant County Community Foundation	grantcountycommunityfoundation@gmail.com	Luna	
Gov. David Toledo	TSP	Ten Southern Pueblos	575-834-7359	McKinley	
Adrian Barboa	FT	Forward Together	adriann@forwardtogether.org	McKinley	
William (Bill) Smith	SFCF	Santa Fe Community Foundation	wsmith@santafecf.org	Mora	
Arthur "Butch" Blazer		Mescalero Apache Tribe	(575) 464-4494	Otero	
Terra V Winter	CFSNM	Community Foundation of Southern NM	terra@cfsnm.org	Otero	
Gil Vigil	ENIPC	Eight Northern Indian Pueblo Council	gvigil@enipc.org	Rio Arriba	
Adrian Barboa	FT	Forward Together	adriann@forwardtogether.org	Rio Arriba	
Corrine Sanchez	TWU	Tewa Women United	chasity@tewawomenunited.org	Rio Arriba	
Marcela Diaz	SOMOS	SOMOS un Pueblo Unido	marcela@somosunpueblounido.org	Roosevelt	
Adrian Carver	EQNM	Equality NM	adrian@eqnm.org	San Juan	
William (Bill) Smith	SFCF	Santa Fe Community Foundation	wsmith@santafecf.org	San Miguel	
Gov. David Toledo	TSP	Ten Southern Pueblos	575-834-7359	Sandoval	
Anni Leming	NMAFC	NM Asian Family Ctr	anni@nmafc.org	Sandoval	
Rosalinda Dorado	EC	El Centro de Igualdad y Derechos	rdorado@elcentronm.org	Sandoval	
Terrie Rodriguez	NMAHC	New Mexico Alliance of Health Councils	terrie@nmhealthcouncils.org	Santa Fe	
Gil Vigil	ENIPC	Eight Northern Indian Pueblo Council	gvigil@enipc.org	Santa Fe	
Marcela Diaz	SOMOS	SOMOS un Pueblo Unido	marcela@somosunpueblounido.org	Santa Fe	
William (Bill) Smith	SFCF	Santa Fe Community Foundation	wsmith@santafecf.org	Santa Fe	
Caren Gala	SFC	Santa Fe Indian Center	505-660-4210	Santa Fe	
Terra V Winter	CFSNM	Community Foundation of Southern NM	terra@cfsnm.org	Sierra	
Lisa O'Brien	TCF	Taos Community Foundation	director@taoscf.org	Taos	
Gil Vigil	ENIPC	Eight Northern Indian Pueblo Council	gvigil@enipc.org	Taos	
Adrian Carver	EQNM	Equality NM	adrian@eqnm.org	Taos	
Lisa O'Brien	TCF	Taos Community Foundation	director@taoscf.org	Taos	
Randy Royster	ACF	ABQ Community Foundation	randy@abqcf.org; chanel@abqcf.org	Torrance	
Bev McMillan	UW	United Way	Bev.McMillan@uwcnm.org	Torrance	
Gov. David Toledo	TSP	Ten Southern Pueblos	575-834-7359	Valencia	
Rosalinda Dorado	EC	El Centro de Igualdad y Derechos	rdorado@elcentronm.org	Valencia	

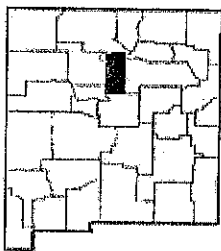
Source: Melanie Aranda Center for Civic Policy [maranda.ccp@gmail.com](mailto:maranda.ccp@gmail.com)



## **Attachment III**

## OUTREACH PLAN TEMPLATE

### Santa Fe County



Source: US Census Bureau

**Communities:** Agua Fria, Canada de los Alamos, Cedar Grove, Chupadero, Cuartelez, Cundiyo, Cuyamungue, Edgewood, El Rancho, Galisteo, Glorieta, Jaconita, La Cienega, La Puebla, Lamy, Los Cerrillos, Madrid, Pojoaque, Rio Chiquito, San Ildefonso Pueblo, Santa Cruz, Santa Fe, Sombrillo, Tesuque

	Santa Fe County	New Mexico
County Seat	Santa Fe	
Population (2017)	148,750	2,088,070
% New Mexico Population	7.1%	100%
Land Area (Square miles)	1,909.4	121,298
Persons per Sq. Mile (2015)	77.6	17.3
Households (2011-2015)	71,673	909,565
Response Rate in 2010	76.7%	73.8%
# of Non-Responses (based on 2017 pop.)	34,659	547,074
# of Undercounted (based on 2017 pop.)	3,079	40,509
Hispanic	77,417	1,041,843
White Non-Hispanic	65,661	811,077
Native American	4,688	199,240

	<b>Santa Fe County</b>	<b>New Mexico</b>
African American	1,660	48,485
Asian Pacific Islander	2,714	44,580
Children Age 0-4	6,608	128,145
Youth Under Age 18	27,436	488,090
Seniors Age 65+	34,519	352,601
% of Persons with a Disability	13.2%	15.0%
Medicaid Enrollment: % of Persons (2018)	43.2%	40.0%
% of Households w/SNAP Benefits	10%	17.0%
% Children Under 5 Living in Poverty	27%	32.6%
% Adults Age 65+ Living in Poverty	8.5%	11.9%
Ten-Year Revenue Loss from a 2020 Census Undercount (1% Undercounted) FY15 (GWU)	\$44,208,500	\$620,574,403
% Households w/Broadband Internet	76.2%	69.9%
% Households Grandparents Responsible for Grandchildren	10.7%	10.8%
% Households Headed by a Single-Female	11.5%	13.8%
% Renter Occupied Housing Units	27.5%	29.5%
Average Size of Households - # of Persons	2.3	2.6
% Unemployed Civilian Population Age 16+ (2017)	5.1%	6.1%

**Santa Fe County 2020 Census Outreach Allocation: \$137,924.08**

Information about forming a **Complete Count Committee** can be found here <https://bit.ly/2CN1kCr>

**Local Complete Count Committee members (Ensure a diverse mix of trusted community members)**

<u><b>Name</b></u>	<u><b>Affiliation</b></u>
Commissioner Henry Roybal (Committee Chair)	Santa Fe County Commission
Gabe Montoya, Director of Special Projects	Pojoaque Pueblo
Marcela Diaz, Executive Director	Somos Un Pueblo Unido
Rodger Taylor, Community Member	Galisteo
Michael Wright, Community Member	Madrid
Deacon Andy Carrillo	Archdiocese of Santa Fe
Simon Brackley, President & CEO	Santa Fe Chamber of Commerce
Julie Sanchez, Program Manager	City of Santa Fe
Tom Marking, volunteer	AARP
Anna War, Program Manager	Santa Fe County Senior Program
Katherine Freeman, President & CEO	United Way
Elias Bernardino, Chief Data/Analytics Officer	Santa Fe Public Schools
Attiana Virella-Fuentes, Coordinator	SFPS Adelante (Homeless) Program
Dr. Melville Morgan, Superintendent	Pojoaque Valley School District
Rick Bailey, President	Northern NM Community College
Linda Siegle, Board Chair	Santa Fe Community College
Larry Martinez, Regional Director	Presbyterian Medical Services
Kathy Armijo-Etre, Vice President	Christus St. Vincent Hospital
Helen Brooks, Santa Fe Administrator	Presbyterian Healthcare Services
Jay Jolly, CEO	La Familia Medical Center

**Project objectives**

- Raise awareness of what is at stake for each community in NM in the 2020 Census.
- Mobilize communities across NM to engage in the 2020 Census as trusted messengers to encourage self-response.
- Maximize online self-response to the 2020 Census from March 12, 2020 to end of April 2020.
- Implement a Non-Response Follow-Up plan of activities working with the U.S. Census Bureau enumerators who will be knocking on doors May-July, 2020 to all New Mexicans who have not self-

responded yet.

- **Encourage all New Mexicans to Self-Respond to the census questionnaire online as early as March 12, 2020.**

#### **Target audiences**

- All residents of New Mexico with special emphasis on historically undercounted communities and populations.
- Community, faith, health care, education, business, and Local and Tribal government leaders who know their communities and enjoy the trust and confidence of the community.

#### **The Challenge**

Research demonstrates that the historically undercounted populations are often:

- Fearful or mistrustful of government's ability and willingness to:
  - Protect the privacy of individual responses.
  - Ensure that the information provided is not used for any other purpose than developing a statistical picture of the country, especially a purpose that could bring harm to an individual, household or community.
  - Ensure information provided is not shared with other agencies.
- Unaware or unconvinced that the accuracy of the Census has any impact on their lives.
- Less likely to have access to or be versed in and comfortable using the Internet or smartphones.
- Most likely to benefit from the dollars that could be lost if there is an undercount in New Mexico.

#### **Elements of an Outreach Plan**

Census outreach strategy needs to:

- 1) Educate communities about:
  - a. What the Census is (and isn't)
  - b. Why an accurate count is important to the community
  - c. How the information is to be collected
  - d. What information is (and isn't) to be collected
  - e. How the information provided will be (and won't be) used
  - f. What the government obligations are to protect the privacy of information
- 2) Communicate that:
  - a. Individual information will not be shared by the U.S. Census Bureau, and
  - b. Information will not be used to target communities in harmful ways
- 3) Ensure hard-to-count populations:
  - a. Are aware of the various language assistance available to them
  - b. Are provided assistance to navigate an online or paper form
  - c. Are provided with the internet connection to complete their form
- 4) Mobilize local leaders from the private, nonprofit, and public sector to:
  - a. Ensure that the Master Address File is fully up-to-date with the latest lists of individual residences and transitory locations, as well as any new facilities (dorms, senior centers, etc.) housing groups.

- b. Make an inventory of potential in-kind and monetary assistance that their organizations or institutions can provide to:
  - i. Support the education and awareness process, and
  - ii. Offer a trusting and reassuring venue for education or census completion.
- c. Educate all residents about the census process.
- d. Serve as conduits between local residents and federal or state officials who can answer questions or address concerns.
- e. Prepare a group of trusted messengers to serve as informed educators at these events.
- f. Make a list of events from now until Census Day that can be used to educate target populations about the Census and its importance to the community.
- g. Develop targeted messages—especially with concrete examples of how Census data has helped **this** community in the past.
- h. Assemble a contact list of individuals willing to *Commit to the Census* who can be emailed, texted, or called once the Census portal is open with reminders to self-respond.
- i. Open Census Questionnaire Assistance Centers (QACs) from March 12, 2020 through the end of April and provide the computers and personnel necessary to assist in the completion of the census forms.

#### **Trusted Messengers – A Must**

Methods of delivering the outreach plan will vary from area to area based upon needs and interests, but a general conclusion from the research is that an individual with credibility in the community is the most effective messenger to provide:

1. convincing arguments about why the community has the right (and need) to stand up and be counted,
2. convincing assurance that completion of the Census will bring benefits to the community, and
3. assistance in completing the form.

#### **Outreach Timeline**

**Awareness and Education Phase:** November to December 2019

Build the statewide network of informed and mobilized census ambassadors

Between now and the launch of the general public education campaign at the beginning of January 2020, a number of methods can be used to educate ever descending levels of trusted leaders until each community has a number of trusted and informed leaders ready to raise awareness and encourage participation. These methods include:

- Use of routine communications between local governments and county residents
- Newspaper articles, newsletter articles, op-eds, blogs
- Radio and television talk shows – and podcasts
- Presentations to public community events
- Please visit SCCC website [www.icountNM.gov](http://www.icountNM.gov) for 2020 Census resources. Beginning in November, each county will have their own County Outreach Timeline of events for New Mexicans statewide to see and share with their social networks.

For Hard-to-Count GIS mapping and Census training please contact:

- Robert Rhatigan, State Demographer, Geospatial Populations Studies Program,  
University of New Mexico [rhatigan@unm.edu](mailto:rhatigan@unm.edu) 505-277-4034

- Veronica Arzate De Reyes, Partnership Specialist, U.S. Census Bureau  
[veronica.m.arzate.de.reyes@2020census.gov](mailto:veronica.m.arzate.de.reyes@2020census.gov) 972-979-1632
  - Sergio Martinez, Partnership Coordinator, U.S. Census Bureau  
[sergio.a.martinez@2020census.gov](mailto:sergio.a.martinez@2020census.gov) 385-484-1992
  - Steven Montano, Southern NM Partnership Specialist, U.S. Census Bureau  
[Steven.montano@2020census.gov](mailto:Steven.montano@2020census.gov) 575-805-6833
- Information tables at public community events (conferences, fairs, fiestas, rodeos, concerts, etc.) with brochures and factsheets. Please be innovative and invite local, trusted messengers to serve on your Complete Count Committee so everyone is counted in New Mexico.

**Motivation Phase:** January to March 2020

Ramp up the media awareness campaign to the general population

- Place flyers, brochures, and posters in strategic locations
- Distribute printed information and make volunteers available to answer questions about the census

**Activation Phase:** Mid-March to April 1, 2020 (CENSUS DAY)

Promote self-response across all HTC communities

- Have flyers, brochures, stickers, and posters at strategic locations, encouraging self-response today
- Open Census Questionnaire Assistance Centers (QACs) – Local libraries are safe and have broadband connections.
- Send reminders in utility bill, or via text, email, and calls to those who signed *Commit to the Census*

**Non-Response Follow-Up:** May to June 2020

Encourage Complete Count Committees to cooperate with U.S. Census Bureau enumerators