

**Santa Fe County 2020 Census
Complete Count Committee
Meeting Minutes**

Location: Santa Fe County Community Services Division
Thursday, July 18, 2019

1. Opening Business

A. Call to Order

- a. The meeting was called to order by Committee Chair, Henry Roybal at 10:08 a.m.

B. Roll Call

- a. **Members Present:** Commissioner Henry Roybal (Committee Chair), Elias Bernardino, Larry Martinez, Marcela Diaz, Simon Brackley, Katherine Freeman, Rodger Taylor, Jay Jolly, Attiana Virella-Fuentes, Tom Marking, Julie Sanchez.
- b. **Members Absent:** Gabe Montoya, Michael Wright, Deacon Andy Carrillo, Anna War, Melville Morgan, Rick Bailey, Linda Siegle, Kathy Armijo-Etre, Helen Brooks.
- c. **County Staff/Consultants Present:** Patricia Boies, Health Services Division Director, Krista Kelley, Consultant, Motiva Corporation, Darren Sandow, Motiva Corporation
- d. **Others Present:** Veronica Arzate, Valerie Quintana, Nelsy Dominguez, Ian Donnelly, Santa Fe County, Melisa Velasquez, Census Bureau

C. Introductions – those present introduced themselves

D. Approval of Agenda - Motion, Larry Martinez, Elias Bernardino 2nd, Unanimous approval

2. Presentations

A. 2020 Hard to Count Analysis, Krista Kelley, Motiva Corporation

- a. Krista Kelley presented on the key characteristics of a HTC 2020 Census Tract are:
 - i. 7%% or less self response rate
 - ii. 15% or less access to the internet
 - iii. 10% or higher age 65 and older
 - iv. 50% or higher Hispanic population
 - v. 20% or lower White population
 - vi. Income lower than \$50,000
- b. Q&A
 - i. Q: How many census tracts are in the county? A: 45

B. Census Bureau Training, Veronica Arzate, US Census Bureau

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- c. Our strategy: get people to self-respond
- d. March 12: census goes out
- e. Places that will be key for outreach: where people shop, places of worship, where people work, school, where they receive health and dental care
 - i. Takes six times for people to hear before they process information
 - ii. Asian community wants to understand why our country does a census because their countries back home don't conduct any similar counts
 - iii. I'm not here permanently; so, it doesn't apply to me"
- f. All federal resources are allocated based on census data. This has financial implications for state as a whole.
- g. If NM has an undercount, we could potentially lose a congressional seat. Congressman Ben Ray Lujan agrees that this is a possibility.
- h. All CB Partnership Specialists are sworn by oath to keep all information confidential for life. This is also the same for CB as a whole
 - i. This needs to be communicated to New Mexicans so they understand their information is safe.
- i. There will be a 800# with 16 language services
- j. Each home will receive a postcard describing ways to respond
- k. Group quarter enumerations will be available in early spring: hotels, student housing, senior housing, prisons, hospitals
- l. After 4 reminders if people haven't responded, they will receive a paper questionnaire
- m. By mid-to-late May, enumerators will be sent
- n. Good paying jobs will be available for census outreach workers. \$15.5/hr. Please encourage people to apply.
- o. Native American's will be approached differently
 - i. Government to government relationship
 - ii. Have their own specialists
 - iii. In Spring, paper questionnaires and postcards will be dropped off at each household
 - iv. If don't respond, by mid-to-late May, enumerators will be sent
- p. Q&A
 - i. Q: Will postcards be sent to businesses because many individuals live at their place of work? A: No
 - ii. Q: How much flexibility will we have to help folks to respond? A: Phone, paper, internet, enumerator, advocates can assist people to fill out form.
 - iii. Q: Postcards will be in different languages? A: English, the majority
 - iv. Q: Can we advocate for bilingual? A: Veronica will check into this.
 - v. Q: When will postcards be coming out? A: On timeline in

Veronica's handout

- vi. Q: Community Health Workers could be helpful. A: Agreed. We will be speaking at their annual convening.
- vii. Q: PO Boxes cannot receive any census postcards. How do we approach this in our rural communities? A: CB workers will be dropping off packages at homes.
- viii. Q: But what about ranches and gated drives? A: Agreed, which is why we've got to get the word out. The census workers will need assistance getting to these homes.
- ix. When we post to hire local representatives, please make sure your constituents apply
- x. Q: What database are you using for addresses? A: we've been refining by working with local governments via LUCA.
- xi. Q: When people reply via phone, where do the answers go? A: Goes to regional processing centers.
- xii. Q: How long does data remain confidential? A: 72 years
- xiii. Q: How will we know if people are or aren't responding? A: Go to our website. It will be live.
- xiv. Q: How can we know people are indeed are working for the census and are not ICE representatives? A: I will need to get that information for you. In general however, Census workers will have an ID and phone number you can contact to verify. Will also have a tablet. Local law enforcement officials will also be aware that census workers are out. So, you can contact them as well to affirm. People can also contact local census offices in ABQ and Las Cruces.
- xv. Q: Marketing strategy to make community feel safe that information will be kept confidential? A: Go to www.nmcounts2020.com
- xvi. Q: August 26th convening to learn more. A: you will be invited.
- xvii. Q: Are utilities involved? It would be nice to have something come in the bills. A: We will look into it.

3. Matters of Public Concern

A. No matters raised

4. Matters from Staff

- A. Next full meeting will be a planning meeting. This will be an important 2hr meeting in which we will develop the structure for the plan and will begin selecting members for subcommittees. Please bring at least (1) name of an individual you would recommend based upon the geographic focus areas and demographics we discussed. We are currently looking at August 21, and September 4 for the next meeting. We will send out dates via a Doodle Poll.
- B. Potential impact of undercount to the county is in your packet. Upwards of \$272M for a 5% undercount.

C. we get a census questionnaire?

5. Matters from Committee Members

- A. Q: When does the hiring begin and how long is the duration? A: Will occur in waves but people can and should apply now. Will last through summer of 2020. You have to be a citizen to apply.
- B. Q: What is our benchmark for success? A: We should be shooting for 100% participation.
- C. Q: What was Santa Fe County participation rate in 2010? A: It is broken down by census tract, but will try to determine participation rate as a whole.

6. Concluding Business

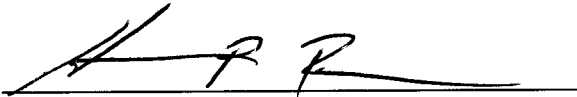
A. Announcements

- a. August 26 Census Convening: you can register now online at www.nmcounts2020.com
- b. Commissioner Roybal's phone #: 505-310-7587

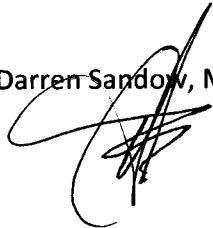
B. Adjourn

- a. 11:47: Motion: Larry Martinez, 2nd, Simon Brackley

Approved by Henry Roybal, Chair



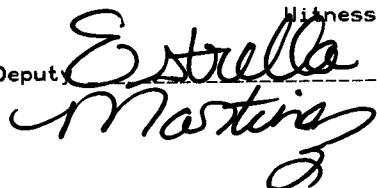
Minutes prepared by Darren Sandoz, Motiva Corporation



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

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I Hereby Certify That This Instrument Was Filed for
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Deputy  Witness My Hand And Seal Of Office
Geraldine Salazar
County Clerk, Santa Fe, NM

