

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

Location: Santa Fe County Community Services Department
Wednesday, September 4, 2019

1. Opening Business

A. Call to Order

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

B. Roll Call

- a. **Members Present:** Commissioner Henry Roybal, Jay Jolly, Larry Martinez, Kathy Armijo-Etre, Marcela Diaz, Tom Marking, Anna War, Elias Bernardino, Rick Bailey, Attiana Virella-Fuentes, Rachel, Linda Siegle, Julie Sanchez, Simon Brackley, Gabe Montoya
- b. **Members Absent:** Roger Taylor, Katherine Freeman, Deacon Andy Carillo
- c. **County Staff/Consultants Present:** Patricia Boies, Health Services Division Director, Krista Kelley, Consultant, Motiva Corporation, Darren Sandow, Motiva Corporation
- d. **Others Present:** Hanna Burling, League of Women Voters; Kyra Ochoa, City of SF; and Rachel Esposito, Pojoaque Valley School District
- e. **Approval of Minutes** – Motion Linda Siegel, 2nd Larry Martinez, Unanimous Approval

- C. **Approval of Agenda** - Motion, Tom Marking, 2nd Simon Brackley, Unanimous approval

2. Presentations

A. 2020 Hard To Count Outreach Planning Session

- a. Outline and process moving forward.
- b. Timeline of activities.
- c. Phases of Census
- d. Geographic Focus Areas
- e. HTC 2020 Locations within SF County
- f. Group Planning – members of the group were asked to go through phases of the Census to identify ways in which their organizations can perform outreach and education. They were also asked to

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provide names of other organizations who should be a part of the SF County 2020 Census Sub-Committee.

B. Questions

- a. Q: What does 15% of no access to internet mean? A: Gabe Montoya explained that the reported 15% is what the companies self-report as covered. The actual number is much lower.
- b. Q: What proportion is in the geographic focus? Can you do a pie chart? A: Yes
- c. Q: What groups should we be focused on? A: Low income residents, Hispanic populations, and Seniors will be particularly difficult to engage.
- d. Q: Has anybody approached the AAA? A: No, not yet. This however is a good idea. Maybe the state can help us out.
- e. Q: Spanish speaking churches would be a great place to do outreach? A: Yes, we are going to be including churches.
- f. Q: What is Somos doing for immigrant communities: A: Marcela will present at next meeting what's worked among her membership.
- g. Q: Are we solely focused on HTC? The State is also concerned about other portions of the population. A: We will focus on the county as a whole, with a more in-depth focus on HTC areas.
- h. Q: 68% is great but it still equates to tremendous losses or \$176MM/year. Are other states facing the same challenges? A: NM is the hardest to count state in the nation.
- i. Q: What federal programs are reflected in those losses? A: A list will be provided at the next meeting.
- j. There is a village that has only PO boxes. Will those households receive a code? The two villages are: El Rito and Dixon. A: We will need to discuss this with the US Census Bureau.
- k. Q: When will printed materials be ready for dissemination? A: We'll let you know.
- l. Q: Would it be ok to contact PNM to see if they are willing to print something on bills but need deadlines, messages, etc. A: Yes. Simon will send contact info. to Krista.
- m. Q: State might seek more resources during the 2020 legislative session: Can we add our voice? A: Yes
- n. Q: Commissioner Roybal asked for feedback on his idea of doing census signup on a "free dump day". A: Yes, this sounds like a good idea.
- o. Q: Is it possible to get information for phone banking from the VAN A: Possibly. Marcela will look into this.

3. Matters of Public Concern

- A. None

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4. **Matters from Staff**
 - A. Will be assembling the planning document and recruiting and meeting with the sub-committee members. The next meeting will be with the subcommittee. CCC members will not need to be present

5. **Matters from Committee Members**
 - A. Q: Census bureau has hired 13 specialists. Can we contact them directly or should we go through the CCC? A: Go through the CCC.

6. **Concluding Business**
 - A. **Announcements** – None
 - B. **Adjourn**
 - a. 11:47 a.m.: Motion: Larry Martinez, 2nd, Marcela Diaz

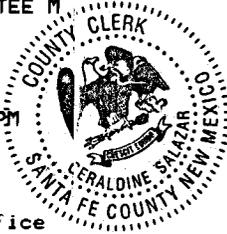
Approved by Henry Roybal, Chair Henry Roybal (pb)

Darren Sandow (pb)
 Minutes prepared by Darren Sandow, Motiva Corporation

COUNTY OF SANTA FE)
 STATE OF NEW MEXICO) ss

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I Hereby Certify That This Instrument Was Filed for
 Record On The 30TH Day Of January, 2020 at 03:33:07 PM
 And Was Duly Recorded as Instrument # **1907985**
 Of The Records Of Santa Fe County



Witness My Hand And Seal Of Office
 Geraldine Salazar

Deputy Estrella Martinez County Clerk, Santa Fe, NM

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