

SANTA FE COUNTY
RESOLUTION 2019- 120

A RESOLUTION REQUESTING AUTHORIZATION TO MAKE THE BUDGET ADJUSTMENT DETAILED ON THIS FORM

Whereas, the Board of County Commissioners meeting in regular session on _____, did request the following budget adjustment:

Department / Division _____ Community Services/Health Care Assistance Program
Budget Adjustment Type (drop down) _____ Budget Increase _____ Fiscal Year: 2020 (July 1, 2019 - June 30, 2020)

BUDGETED REVENUES: (use continuation sheet, if necessary)

| FUND CODE XXX | DEPARTMENT/ DIVISION XXXX | ACTIVITY BASIC/SUB XXX | ELEMENT/ OBJECT XXXX | LINE DESCRIPTION | INCREASE AMOUNT | DECREASE AMOUNT |
|---------------------|---------------------------------|------------------------------|----------------------------|------------------|--------------------|--------------------|
| 318 | 0420 | 371 | 09-10 | DFA Census Grant | \$ 137,924.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| TOTAL | | | | | \$ 137,924.00 | \$ - |

BUDGETED EXPENDITURES: (use continuation sheet, if necessary)

| FUND CODE XXX | DEPARTMENT/ DIVISION XXXX | ACTIVITY BASIC/SUB XXX | ELEMENT/ OBJECT XXXX | LINE DESCRIPTION | INCREASE AMOUNT | DECREASE AMOUNT |
|---------------------|---------------------------------|------------------------------|----------------------------|---|--------------------|--------------------|
| 318 | 0420 | 461 | 50-03 | Services - Contractual/Professional | \$ 90,000.00 | |
| 318 | 0420 | 461 | 50-90 | Services - Other Services | \$ 1,000.00 | |
| 318 | 0420 | 461 | 70-37 | Other Operating Costs - Printing/Publishing/Ads | \$ 46,924.00 | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| TOTAL | | | | | \$ 137,924.00 | \$ - |

Requesting Department Approval: Richard O'Clair Title: Director Date: 9/8/19 Log # 0331
Budget Administrator [Signature]
Finance Department Approval: [Signature] Date: 9/23/19 Entered by: _____ Date: _____
County Manager Approval: [Signature] Date: 10-8-19 Updated by: _____ Date: _____

SANTA FE COUNTY

RESOLUTION 2019-120

DETAILED JUSTIFICATION FOR REQUESTING BUDGET ADJUSTMENT
(If applicable, cite the following authority: State Statute, grant name and award date, other laws, regulations, etc.)

1

Please summarize the request and its purpose in the area below.

The State allocated funding to each County for outreach for the 2020 census. DFA Census Grant 2019-34100-ZD5037-010003 was awarded to SFC.

2

| | | |
|--|--------------------------|-------------------------------------|
| Is this Budget Action for a Recurring or Non Recurring Expense(one-time) | Recurring | Non-Recurring |
| | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

3

| | | |
|--|--------------------------|-------------------------------------|
| Does this request impact a revenue source? | Yes | No |
| | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

| | | |
|---|-------------------------------------|-------------------------------------|
| A. Is this a State Special Appropriation? If Yes, cite Statute and attach a copy | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| DFA Census Grant 2019-34100-ZD5037-010003 | | |
| B. Does this include state or federal funds? If YES, please cite and attach a copy of statute, if a special appropriation, or include grant name, number, award date and amount, and attach a copy of a award letter and proposed budget. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

| | | |
|---|--------------------------|-------------------------------------|
| C. Is this request is a result of Commission action? If YES, please cite and attach a copy of supporting documentation (i.e. Minutes, Resolution, Ordinance, etc) | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
|---|--------------------------|-------------------------------------|

D. Is a match required? If Yes, please identify funding source in the line below.

☐

☒

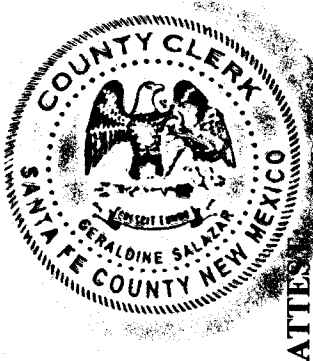
PLEASE PROVIDE THE LINE ITEM OF THE MATCH BELOW

| FUND | DEPARTMENT | ACTIVITY | ELEMENT | CATEGORY / LINE ITEM | AMOUNT | BUDGETED (Drop Down) |
|------|------------|----------|---------|-------------------------------|--------|-----------------------|
| | | | | SFC CLERK RECORDED 10/10/2019 | | |

SANTA FE COUNTY
RESOLUTION 2019- 120

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Santa Fe County that the Local Government Division of the Department of Finance and Administration is hereby requested to grant authority to adjust budgets as detailed above.

Approved, Adopted, and Passed This 8th Day of October, 2019.



ATTEST

Geraldine Salazar
Geraldine Salazar, County Clerk

Santa Fe Board of County Commissioners

Anna T. Hamilton
Anna T. Hamilton, Chairperson

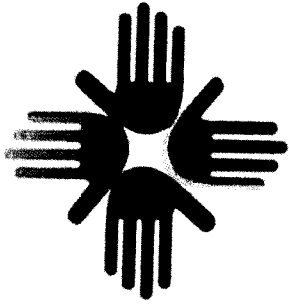


COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss
BCC RESOLUTIONS
PAGES: 34

I Hereby Certify That This Instrument Was Filed for
Record On The 10TH Day Of October, 2019 at 11:44:01 AM
And Was Duly Recorded as Instrument # 1899007
Of The Records Of Santa Fe County

6102019
Deputy
Witness, My Hand And Seal Of
Office
RECORDED 10/10/2019
Geraldine Salazar
County Clerk, Santa Fe, NM

Martinez



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**

SFC CLERK RECORDED 10/10/2019

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

SFC CLERK RECORDED 10/10/2019

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

SFC CLERK RECORDED 10/10/2019

Attachment I

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

SFC CLERK RECORDED 10/10/2019

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.

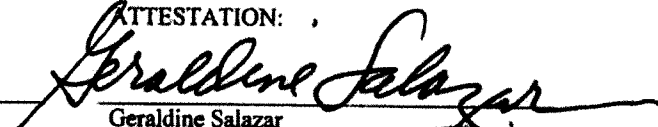
SEC RECORDED 06/27/2018

SEC CLERK RECORDED 10/10/2019

APPROVED AS TO FORM:


R. Bruce Frederick
County Attorney

ATTESTATION: ,

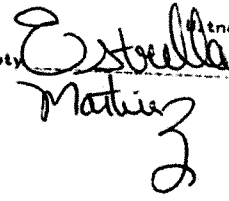

Geraldine Salazar
Santa Fe County Clerk



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

BCC RESOLUTIONS
PAGES: 3

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

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

SFC RECORDED 06/27/2018

SFC CLERK RECORDED 10/10/2019

**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

SFC CLERK RECORDED 10/10/2019

Attachment II

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

GRANT AGREEMENT NUMBER: 2019-3410-ZD5037-01003

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

GRANTEE NAME (GRANTEE): Santa Fe County

GRANTEE ADDRESS: P.O. Box 276
Santa Fe, NM 87504

SFC CLERK RECORDED 10/10/2019

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.

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

SFC CLERK RECORDED 10/10/2019

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"> ○ Urban Native Americans and Tribal Governments/Communities ○ Renters ○ Latinos ○ Immigrants ○ Hispanics ○ African-Americans ○ Asian Communities ○ Children Age 0-5 ○ Migrant Farmworkers ○ Remote, Rural Areas ○ Transients (snowbirds, truck drivers, physicians) ○ People with Disabilities ○ Seniors (65+) ○ Homeless Individuals and Families living in nonconventional housing arrangements (no-family households, group quarters, illegal/unregistered dwellings) ○ Areas with low broadband subscription rates and limited or no access ○ Households with Limited English Proficiency ○ Low-income and/or receiving public assistance <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>Contact: Robert Rhatigan, State Demographer, Geospatial Populations Studies Program, University of New Mexico rhatigan@unm.edu 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> |

SFC CLERK RECORDED 10/10/2019

| | |
|--|---|
| 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"> ○ The Local Complete Count Committee will provide census education and awareness in HTC census tracts during the November to December Education Phase. ○ The Local Complete Count Committee will conduct community organization mobilization during the January to mid-March Motivation Phase. ○ The Local Complete Count Committee will encourage online self-response during the mid-March to Early April Activation Phase. ○ The Local Complete Count Committee will encourage cooperation with the U.S. Census Bureau enumerators for Non-Response Follow-Up (NRFU) during the May – June, 2020 timeframe. <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"> • Administrative costs (not to exceed 10% of total allocation) • Outreach (events, meetings, materials, etc.). • Travel • Hard-to-Count Mapping and Reporting • Language Access Plan • Printing flyers, brochures, posters, stickers, etc. • Media • Contracting or subgranting or Intergovernmental agreements with tribal governments |
| Task 4 – Implement Census Outreach Plan Activities and Events from November to June 2020. | |
| 4.0 | <p>GRANTEE shall:</p> <p>Once LCCC formed, including resolution, and census-trained:</p> <ul style="list-style-type: none"> • Schedule in-person or phone call meetings to work with the State Demographer to: <ul style="list-style-type: none"> ○ https://gps.unm.edu/census2020/htcmap and https://www.census.gov/roam ○ Map Hard-to-Count (HTC)/least likely to respond areas. ○ Identify potential partners such as CBOS and tribal governments. ○ Develop appropriate media messaging for Hard-to-Count areas. <p>Contact: Robert Rhatigan, State Demographer, Geospatial Populations Studies Program, University of New Mexico rhatigan@unm.edu 505-277-4034</p> |

SEC CLERK RECORDED 10/10/2019

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

SFC CLERK RECORDED 10/10/2019

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 15th 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 th 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

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

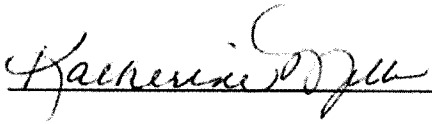
If the Grantee fails to document in an invoice any expenditures of any Grant funds pursuant to the requirements provided for by Section II.B ("Reporting") by the Termination Date, then, by that date, Grantee must remit to Grantor those Grant funds for which properly documented expenditures are not provided. 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.

SFC CLERK RECORDED 10/10/2019


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:

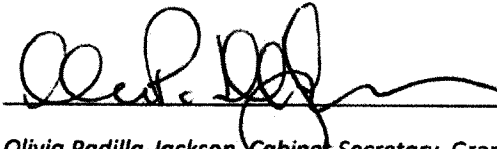

County Manager

9.3.2019
Date

Approved as to form
Santa Fe County Attorney
By: 
Date: 9/23/19
Katherine Padilla

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

By:


Olivia Padilla-Jackson, Cabinet Secretary, Grantor

9/11/19
Date

SFC CLERK RECORDED 10/10/2019



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 |
| | |
| | |
| | |
| | |
| TOTAL | \$ 137,924.08 |

SFC CLERK RECORDED 10/10/2019

EXHIBIT B **MONTHLY EXPENDITURE REPORT TEMPLATE**




EXHIBIT B

MONTHLY EXPENDITURE SUMMARY REPORT

County: Santa Fe Grant Agreement #:

FY 2020 (July 1, 2019 thru June 30, 2020)

| Project Component | Amount | Jul-19 | Aug-19 | Sep-19 | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 | Total Available | Amount | Balance |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|--------|---------|
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| | | | | | | | | | | | | | | \$0.00 | \$0.00 | ADW/01 |
| TOTAL | \$ - | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | ADW/01 |

Amount Expended:

Jul-19

Aug-19

Sep-19

Oct-19

Nov-19

Dec-19

Jan-20

Feb-20

Mar-20

Apr-20

May-20

Jun-20

Date:

Jul-19

Aug-19

Sep-19

Oct-19

Nov-19

Dec-19

Jan-20

Feb-20

Mar-20

Apr-20

May-20

Jun-20

Authorized Signature

Printed Name

Date

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 15th 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 (submit copy of invoice).

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

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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

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

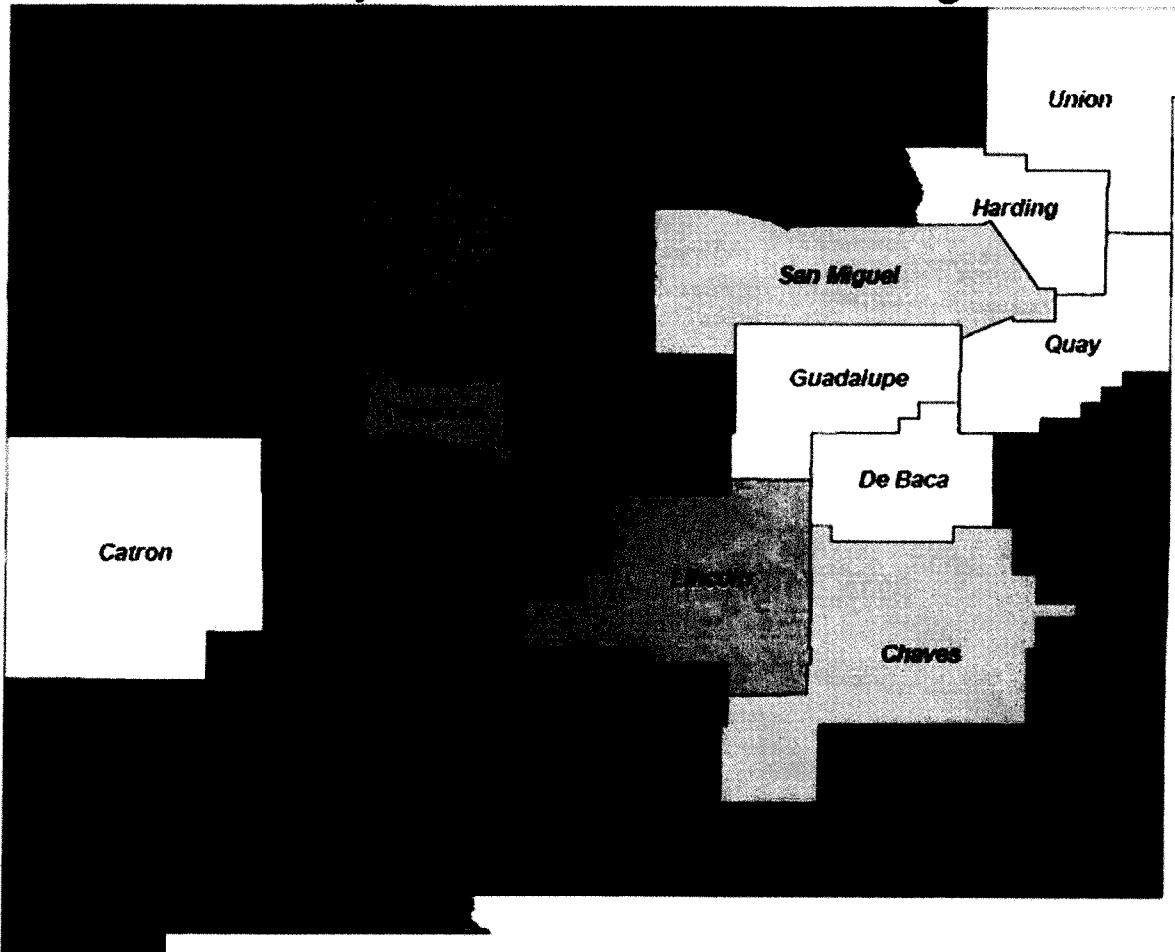
| Column1 | Column2 | Column3 |
|----------------|---------------------|-----------------------------------|
| Acoma | Noreen Lowden | nlowden@poamail.org |
| Cochiti | Marie Cordero | m_cordero@pueblodecochiti.org |
| Isleta | Nanette Coriz | poi03001@isletapueblo.com |
| Isleta del Sur | Zeke Garcia | 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 Salz | sylvia@ziapueblo.org |
| Zuni | Fabian Vicente | fabianvicenti@ashiwi.org |

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

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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

SFC CLERK RECORDED 10/10/2019

EXHIBIT E **COMMUNITY-BASED ORGANIZATION CONTACTS**

| Name | Column1 | Org | Email | County |
|---|---------|--|---|------------|
| 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 MainStreet | 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 | frdriguez@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 | jahme@roanhorseconsulting.com | Bernalillo |
| James Povijua aka Warren James Honabarger | | Center for Civic Policy | jpovijua.ccp@gmail.com | Bernalillo |
| John Murray | | Albuquerque Interfaith | ldmurraynmusa@gmail.com | Bernalillo |
| Kylea Good | | Safe Street NM | s.goodco@gmail.com | Bernalillo |
| Nathaniel Hughes | | Veterans Integration Centers | Nathaniel.hughes@nmvvc.org | Bernalillo |
| Nichelle Gilbert | | Partnership for Community Action | nichelleg@forcommunityaction.org | Bernalillo |
| Pamelya Herndon | | KWH Law Center for Social Justice and Change | pamelvaherndon@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@cloud.com ; vdickson@me.com | Bernalillo |
| Zane Stephens | | Transgender Resource Center | zane@tarcnm.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-alb.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 | CAFÉ | NM Comunidades en Accion | angelica@organizenm.org | Doña Ana |
| Mark A. Hohnstreiter | CAASN | Community Action Agency of Southern New Mexico | 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@losalamoscf.org | Los Alamos |

SEC CLERK RECORDED 10/10/2019

Source: Melanie Aranda Center for Civic Policy 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 Gale | SFIC | 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 |

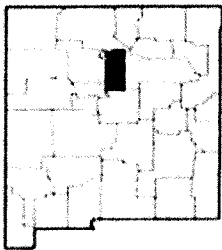
Source: Melanie Aranda Center for Civic Policy maranda.ccp@gmail.com

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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 |

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| | Santa Fe County | New Mexico |
|---|----------------------------|-------------------|
| 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 | | |

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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>Name</u> | <u>Affiliation</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 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 505-277-4034

- Veronica Arzate De Reyes, Partnership Specialist, U.S. Census Bureau
veronica.m.arzate.de.reyes@2020census.gov 972-979-1632
- Sergio Martinez, Partnership Coordinator, U.S. Census Bureau
sergio.a.martinez@2020census.gov 385-484-1992
- Steven Montano, Southern NM Partnership Specialist, U.S. Census Bureau
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