



2020 New Mexico Complete Count Commission

2020 Census Final Report

SUBMITTED ON BEHALF OF:

- ▶ The Governor's Statewide Complete Count Commission (SCCC)
- ▶ The Office of the Secretary, New Mexico Department of Finance and Administration (DFA)

TABLE OF CONTENTS

3	Executive Summary
8	Section 1: Commission Objectives and Structure
9	Section 2: 2020 Census Background and Timeline
13	Section 3: State Funding for Census Outreach
15	Section 4: Local Complete Count Committees
28	Section 5: Tribal Complete Count Committees
30	Section 6: Statewide Media and Outreach Campaign
38	Section 7: Statewide Complete Count Commission Subcommittees
47	Section 8: State Government Partnerships
	<i>Appendices</i>
50	Appendix A: 2030 Census Recommendations Report
51	Appendix B: Legislative Funds Breakdown
54	Appendix C: Census Toolkits Created by the Commission
56	Appendix D: Statewide Media Plan
62	Appendix E: Commission Network Members

EXECUTIVE SUMMARY

At its core, the decennial Census is simply a count of all persons in the United States. It is mandated by the U.S. Constitution and led by the U.S. Department of Commerce, Census Bureau (Bureau). As such, any and all operational decisions and the execution of the actual count are led exclusively by the Bureau. This includes the hiring and management of staff, door-to-door enumeration, where and when to send staff into the field, documenting and collating electronic, written, and telephonic responses, data quality and de-duplication assurances, and the delivery of the final tabulations to the U.S. Congress.

While the Census itself is the responsibility of the federal government, local and state governments have a vested interest in supporting these efforts to ensure their communities are fairly and accurately counted. While separated from the operational efforts of the Census, non-federal entities are able to engage in promotion and outreach efforts to support a complete count. It was to this end that the New Mexico Complete Count Commission (the Commission) was established and operated during the 2020 Census as a statewide, cross-sector, multiyear collaboration.

New Mexico is the hardest-to-count state in the contiguous United States, with over 42% of the state population living in designated “hard-to-count” areas.¹ New Mexico residents face a higher risk of being uncoun­ted, and their communities thus risk being underfunded for the entire decade that follows. The decennial Census affects federal funding allocations to New Mexico, helps businesses decide where to expand, informs community leaders about where resources like hospitals and schools are needed, and more. Recognizing the critical importance of a fair and complete count and that an undercount would be devastating for New Mexico residents, Governor Michelle Lujan Grisham established the New Mexico Complete Count Commission.

The Commission was formally established on April 23, 2019, under Executive Order 2019-007.² It pulled together leaders from across the state to help the Bureau achieve a complete count in New Mexico. The Commission was first chaired by Olivia Padilla-Jackson, Secretary of the Department of Finance and Administration, and later by Pamela D. Coleman, Director of the New Mexico State Personnel Office. While the overarching benchmark of the Commission was to ensure that every resident in New Mexico was properly counted, the Commission paid particular attention to outreach in the hardest-to-count communities in the state, namely, immigrants, renters, parents of young children, Native Americans, and rural households.

1 Hard-to-count populations in New Mexico: <https://www.censushardtocountmaps2020.us/img/mappdfs/New%20Mexico.pdf>

2 Executive Order 2019-007: www.icountnm.gov/wp-content/uploads/2019/08/executive-Order-2019-007.pdf

Over the course of two years, the Commission, through 10 active Subcommittees, supported 33 Local Complete Count Committees (LCCCs) and 22 Tribal Complete

CRITICAL PARTNERSHIPS

Effective outreach and community support could not have been achieved without the support of key partners. Some of these partnerships are highlighted in this report, and all collaborators made significant contributions to the overall success of the Commission.

- ▶ Governor Michelle Lujan Grisham and Cabinet Members
- ▶ Center for Civic Policy
- ▶ New Mexico C3 Engagement Table
- ▶ New Mexico Counties
- ▶ New Mexico Counts 2020 Funders Group
- ▶ New Mexico Native Census Coalition
- ▶ MediaDesk
- ▶ Real Time Solutions
- ▶ University of New Mexico Geospatial and Populations Studies Program

Through these partnerships, the New Mexico Complete Count Commission was able to reach a significant number of people in New Mexico for inclusion in the 2020 Census count.

Count Committees (TCCCs) and mobilized a statewide public awareness campaign under the public-facing campaign identity of iCount New Mexico. The Commission achieved all the directives and expectations established in the Executive Order.

Funding and Distribution

To support this effort, a total of \$11.5M was made available by the New Mexico State Legislature (\$3.5M appropriated during the 2019 Regular Session and \$8M in 2020). These funds were split between the local and tribal complete count efforts, operating funds for the Commission, statewide outreach support, and a Media and Outreach campaign.

Recognizing the importance of local engagement across the state, nearly half of the appropriated state funds (\$5.6M) were distributed to 33 counties and 22 Tribes

and Pueblos in New Mexico. These funds were allocated based on a formulaic distribution that considered the population, participation in the previous Census, and the relative proportion of residents in hard-to-count designated census tracts.³ Counties, Tribes, and Pueblos utilized these funds to support local outreach efforts to encourage residents to respond to the 2020 Census. These local efforts were led by the LCCCs and TCCCs.

Due to the challenges presented during the Census (outlined below), not all the funds distributed to the counties, Tribes, and Pueblos were expended. A total of \$543,056.81 in unspent funds were reverted from the counties, Tribes, and Pueblos to the Department of Finance and Administration following completion of the Census.

The other half of the funds (\$5.9M) were allocated to state agencies, community-based organizations across New Mexico, a statewide Media and Outreach campaign, the Commission's operating funds, and the University of New Mexico Geospatial and Population Studies program.

Challenges, Outcomes, and Concerns

Efforts to attain a complete count in the 2020 Census across the nation were met with significant challenges, including a global pandemic and unprecedented political intervention. However, despite these barriers, the state achieved a nearly identical self-participation rate to that in 2010 — a year that had far fewer challenges.

One of the first challenges presented long before the 2020 Census even started. Repeated attempts by the administration of then-President Donald Trump to exclude or discourage the participation of non-legal residents in the 2020 Census created unease and distrust in the safety and security of both residents and non-residents of minority communities. While attempts to formally exclude immigrants were ultimately blocked by the U.S. Supreme Court, the attempts themselves had an adverse effect on participation by residents in these communities.

The most significant challenge to the 2020 Census was COVID-19. The Bureau put a halt to all in-person activities just six days after the official kickoff to the 2020 Census. In the months that followed, the Bureau made constant changes with regard to messaging, timelines, and access, making it nearly impossible for the Commission to obtain current and accurate information about participation. The COVID-19 pandemic required adaptations to how group housing units like nursing homes, universities, and homeless shelters counted residents, many of whom had been displaced due to the pandemic. These changes were consistent

³ Commission Funding Methodology: <https://www.icountnm.gov/wp-content/uploads/2021/03/NMCommissionFundingMethodology.pdf>

through the entire effort, up to and including three separate deadline changes in the final three weeks of the Census.

Ultimately, the 2020 Census was extended by an additional three and a half months, from an original end date of July 1, 2020, to its final conclusion on October 15, 2020. This extension had a significant impact on the statewide outreach effort by nearly doubling the campaign duration with no increases in the resources available to support the extended time.

A less pronounced yet significant challenge brought by COVID-19 was the difficulty in convincing households that completing their Census forms was a priority. At a time when the entire country was being challenged with such significant shifts in social interactions and health and economic security concerns, convincing residents to participate in a once-in-a-decade enumeration effort was difficult.

Additionally, participation in the 2020 Census was offered online for the first time. It was, in fact, the preferred participation method by the Bureau. However, as is well documented, New Mexico faces significant challenges with adequate broadband access, Internet reliability, and the correlated challenge of computer literacy. These factors were a concern for the entirety of the Commission's work, but the existing challenges New Mexico faces with computer literacy and access were compounded during the COVID-19 pandemic.

All these challenges were felt most profoundly in rural and tribal communities. Tribal communities were disproportionately affected by COVID-19 and were at times, for safety reasons, completely closed to non-tribal members, including Bureau enumerators. With such a significant reliance on hand-delivered forms — a Bureau process known as Update Leave — rural and tribal communities throughout the state did not receive their Census forms in a timely or accessible manner.

In response to these challenges, the Commission and its partners made significant adjustments to planned outreach activities, tactics, and messaging. Outreach and media plans were changed, new outreach materials were developed and deployed, and the Commission used additional mechanisms such as phone banking and text messages to reach New Mexico households. The LCCCs and TCCCs were forced to completely abandon their planned outreach events and activities and instead developed, in short order, virtual and electronic-based outreach programs.

Despite these challenges, New Mexico achieved nearly the same self-response rate in 2020 as in 2010. Self-response is the most reliable form of counting residents, and New Mexico performed on par or above our national counterparts in this metric. For a 90-day period, New Mexico's daily self-response rate was three times the national average, which is a testament to the commitment, resolve, and adaptation by Commission members and partners across New Mexico.

At time of publication, the Bureau has released only initial population counts for purposes of apportionment of Congressional seats. The 2020 Census count for New Mexico is 2,117,522 people. This total is higher than initial estimates by the U.S. Census Bureau for the resident population of New Mexico. Based on this data, the efforts described in this report led to Census participation that exceeded expectations despite significant challenges. Additionally, New Mexico outperformed neighboring states of Arizona, Colorado and Texas in overall Census participation (estimated population vs. actual).⁴ Further information about demographic- and geographic-specific details about the state's final population count were not yet available prior to publication of this report. However, with this initial release of data, the New Mexico Complete Count Commission is cautiously optimistic that the 2020 Census counted all New Mexico residents.

The Remaining Report

What follows herein is the full Commission report covering the New Mexico Complete Count Commission's work during the 2020 Census. This report covers the statewide Commission activities and, through partnerships with LCCCs and TCCCs, the adjustments made based on the Bureau's operational and timeline changes, as well as recommendations for the 2030 Census and New Mexico efforts to once again achieve a fair and accurate count.⁵


4 Initial overall Census participation numbers: <https://www.census.gov/content/dam/Census/library/working-papers/2021/demo/pop-twps0104.pdf>

5 See Appendix A for the Commission's 2030 Census Recommendations Report.

SECTION 1

COMMISSION OBJECTIVES AND STRUCTURE

The Commission was formally established on April 23, 2019, under Executive Order 2019-007.⁶ It pulled together leaders from across the state to help the Bureau achieve a complete count in New Mexico.



State of New Mexico

Michelle Lujan Grisham
Governor

EXECUTIVE ORDER 2019-007

ESTABLISHING THE NEW MEXICO 2020 COMPLETE COUNT COMMISSION

I. Background and Need

WHEREAS, the U.S. Constitution (Article 1, Section 2) mandates a headcount every 10 years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States.

WHEREAS, research indicates that approximately 43 percent of New Mexico's population live in "hard-to-count" areas. For this reason, New Mexico's population is difficult to accurately tally. Adequate resources are therefore required to ensure that New Mexicans living in "hard-to-count" communities are not overlooked.

WHEREAS, a complete count is key to ensuring New Mexico receives its fair share of federal assistance. New Mexico loses approximately \$3,700 for every one of our State's residents who goes uncounted. These losses may be significant in the aggregate. A one percent undercount in the decennial Census would result in the loss of \$780 million over ten years.

WHEREAS, in addition to the impact on federal dollars, an inaccurate undercount may yield unequal political representation and a corresponding decline in access to resources, as both Congressional apportionment and state legislative redistricting are based on the decennial Census.

WHEREAS, an accurate Census count provides reliable data that businesses, governments, hospitals, and other institutions use for planning, development and investment.

WHEREAS, in recent decades, New Mexico has struggled to achieve a complete count. In

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2000, the net undercount for New Mexico was nearly 2 percent. In 2010, New Mexico's Census response rate was the second-lowest in the nation.

WHEREAS, a significant percentage of New Mexico's Native American and Hispanic populations live in hard-to-count-areas. Indeed, more than 78 percent of Native Americans who reside in New Mexico live in hard-to-count Census tracts, and more than 52 percent of New Mexico's Hispanic population resides in hard-to-count Census tracts, many of those located in frontier and rural areas.

WHEREAS, the 2020 Census will pose new, additional challenges to achieving a complete count. For the first time, the Census Bureau will gather a majority of responses online. The Census Bureau's decision to rely on online responses may result in unintended, detrimental consequences for New Mexico due to limited broadband infrastructure and unreliable internet connectivity in many rural areas of the state.

WHEREAS, to address the challenges that New Mexico confronts in achieving a complete count, this Executive Order establishes the New Mexico 2020 Complete Count Commission.

II. Directives

To address the challenges outlined above, I, Michelle Lujan Grisham, Governor of the State of New Mexico, by the authority vested in me by the Constitution and laws of the State of New Mexico, do hereby ORDER and DIRECT:

1. The New Mexico 2020 Complete Count Commission is created.
2. In the performance of its duties, responsibilities, and powers, the New Mexico 2020 Complete Count Commission shall:

- Promote and advertise the 2020 Census;
- Focus resources on hard-to-count areas and populations;

Executive Order 2019-007 2

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- Ensure the highest participation rate possible;
- Support and coordinate with local complete count committees; and
- Help guide the disbursement of resources.

3. The Commission shall consist of no more than 40 members appointed by the Governor.
4. The Commission shall meet quarterly until April 1, 2020, and as often as required thereafter to complete this charge.
5. The Commission members shall not be compensated for their service, other than per-diem for Commission members traveling more than 100 miles to the designated meeting location, or for contractual services that the Department of Finance and Authority deems as necessary, subject to appropriations.
6. The Secretary of the Department of Finance and Administration may hire staff or contract with third-parties to carry out this Order's objectives to plan and support local government complete count efforts and training for the 2020 census.
7. The Commission shall provide quarterly reports to the Governor on its activities beginning in August of 2019.
8. The Commission shall submit a final report to the Governor, with recommendations for New Mexico's Complete Count Commission for Census 2020.
9. The Commission shall have a Chair, to be appointed by the Governor, and consist of the following members:
 - New Mexico Secretary of State, or her designee;
 - Cabinet Secretary of the Department of Finance and Administration, or her designee;
 - Cabinet Secretary of the Department of Agriculture, or his designee;

Executive Order 2019-007 3

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- Cabinet Secretary of the Public Education Department, or her designee;
- Cabinet Secretary of the Higher Education Department, or her designee;
- Cabinet Secretary of the Human Services Department, or his designee;
- Cabinet Secretary of the Workforce Solutions Department or his designee;
- Cabinet Secretary for the Department of Indian Affairs or her designee;
- Cabinet Secretary for Department of Veterans Services or her designee;
- Cabinet Secretary for the Economic Development Department, or her designee;
- Cabinet Secretary of the Department of Health, or her designee;
- Cabinet Secretary of the Aging and Long-Term Services department, or her designee;
- Cabinet Secretary of the Children, Youth and Families Department, or his designee;
- Executive Director of the Office of African American Affairs, or his designee;
- Cabinet Secretary of the Department of Information Technology, or his designee;
- Two Representatives from the NM Congressional Delegation, or their designee;
- Two representatives from the New Mexico House of Representatives, to be appointed in consultation with the Speaker of the House and Minority Leader, respectively;
- Two representatives from the New Mexico Senate, to be appointed in consultation with the President Pro Tempore of the Senate and Minority Leader, respectively;
- Two representatives from local business and economic development organizations;
- At least three representatives from Pueblo and Tribal communities;
- At least five representatives from community organizations representing Hispanic, Asian, African-American, immigrant and refugee communities, senior and faith-based organizations; homeless shelter organizations;

Executive Order 2019-007 4

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- Two representatives from youth-focused or child advocacy organizations;
- Two representatives from charitable foundations or community foundations; and
- Four representatives from urban and rural local entities, with at least two of those representing hard-to-count communities.
- The State appointee for the Local Update Census Address Program

11. In making appointments, the Governor shall make efforts to ensure diverse geographic, cultural, ethnic and gender representation on the Complete Count Commission.
12. The staff of the Department of Finance and Administration shall provide support as feasible given existing resources to support the mission and activities of the Commission. To that end, Department of Finance and Authority staff members and contractors may participate in Commission meetings.
13. The Commission may also consult with outside experts and others as appropriate.

III. Duration and Scope


This Executive Order shall continue in existence until December 31, 2020 unless it is either terminated or extended beyond that date by executive order of the Governor.

ATTEST: *Maggie Toulouse Oliver*
MAGGIE TOULOUSE OLIVER
SECRETARY OF STATE

DONE AT THE EXECUTIVE OFFICE
THIS 23rd DAY OF APRIL, 2019

WITNESS MY HAND AND THE GREAT
SEAL OF THE STATE OF NEW MEXICO

Michelle Lujan Grisham
MICHELLE LUJAN GRISHAM
GOVERNOR



Executive Order 2019-007 5

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6 Executive Order 2019-007: www.icountnm.gov/wp-content/uploads/2019/08/executive-Order-2019-007.pdf

SECTION 2

2020 CENSUS BACKGROUND AND TIMELINE

The 2020 Census was conducted in 2020 under the Trump Administration. The Secretary of Commerce was Wilbur Ross, and the Director of the U.S. Census Bureau was Steven Dillingham.

The Bureau's primary enumeration operations were conducted during, and despite, the COVID-19 pandemic. Due to the pandemic and decisions made by the Administration, the Bureau's enumeration timeline shifted significantly and continuously. The Commission made frequent adjustments in response to the Bureau's timeline changes, which are outlined below.

2019

March 15	\$3.5M was approved by the New Mexico Legislature for Census outreach. ⁷
February	The New Mexico Local Update of Census Addresses (LUCA) Undercount Analysis provided an additional 131,283 housing units not previously identified by the Bureau for enumeration. ⁸
April 23	An Executive Order was issued establishing the New Mexico State Complete Commission. ⁹
June 27	The Supreme Court blocked the government from including a question about citizenship.
July	New Mexico-specific message testing was conducted through NM Counts 2020.
August 23	The state launched the official iCountNM campaign and website. ¹⁰
August 26	Statewide Census Gathering and Messaging and Outreach Training was held at Isleta Resort and Hotel and hosted by NM Counts 2020.

2020

January 19	The Initial iCountNM Paid Media Strategy was finalized and approved by the Media & Messaging Subcommittee.
February 5	An additional \$8M in Census funding was approved by the New Mexico Legislature with unanimous support. ¹¹

7 House Bill 2, General Appropriation Act of 2019, p. 179, lines 5–9: <https://www.nmlegis.gov/Sessions/19%20Regular/final/HB0002.pdf>

8 New Mexico LUCA Undercount Analysis: <https://edac.unm.edu/new-mexico-luca-undercount-analysis/>

9 Executive Order 2019-007: <https://www.icountnm.gov/wp-content/uploads/2019/08/executive-Order-2019-007.pdf>

10 iCount NM website launch: <https://www.governor.state.nm.us/2019/08/23/administration-launches-state-census-webpage/>

11 Senate Bill 4, Complete Count in the 2020 Census: <https://www.nmlegis.gov/Sessions/20%20Regular/final/SB0004.pdf>

February 26	A Statewide Census Gathering, hosted by NM Counts 2020, was held at the Indian Pueblo Cultural Center with local community partners.
March 11	COVID-19 Emergency Declaration
March 12	The 2020 Census officially began.
March 18	The Bureau suspended all field operations, including all hand deliveries (aka Update Leave), until May 1, 2020.
March 23	The State of New Mexico issued a Public Health Order that included social distancing guidance.
March 28	The original media plan was updated and included a reduction in the elimination of out-of-home placements.
April 1	Census Day was observed nationwide.
April 13	The Bureau announced an extension of the suspension of field operations to June 1, 2020, and an overall campaign extension to October 31, 2020, pending Congressional approval.
April 22	The stay-at-home guidance was extended to May 15.
May 4	The Bureau started a phased restart of selected field operations.
May 21	The Bureau Southern New Mexico Area Census Office (ACO) reopened.
May 29	The Albuquerque ACO reopened.
June 18	The Northern New Mexico ACO reopened. All three state field offices were now open, as well as the Window Rock ACO, which covered the Navajo Nation.
July 1	The original date for the completion of the Census
July 21	The Trump Administration released a memorandum on excluding “illegal aliens” from the 2020 Census apportionment. ¹²
August 3	The Bureau announced a shortened timeline to end the enumeration process on September 30 instead of the initial October 31 deadline.
August 18	Several cities and civil rights groups filed lawsuits in the federal court in San Jose against the Bureau and Department of Commerce for shortening the enumeration timeline.
September 25	A Federal Judge in California’s 9th District issued the decision that the Bureau did not follow appropriate procedures for shortening the operational deadline.

12 Trump Administration Memo Excluding “Illegal Aliens”: <https://www.whitehouse.gov/presidential-actions/memorandum-excluding-illegal-aliens-apportionment-base-following-2020-census/>

September 28	The Bureau announced the new target date of October 5 to conclude the 2020 Census.
October 7	The District Court for the Northern District of California issued a ruling to continue the Census data collection at least until October 31, 2020.
October 13	The U.S. Supreme Court voted seven to one to suspend the Census count on October 15, 2020.
October 15	The 2020 Census self-response collection officially ended at 11:59 pm Hawaii Standard Time.

CRITICAL FEDERAL ACTIONS AFFECTING LOCAL EFFORTS



The timeline above outlines the key federal adjustments that affected the local Census outreach efforts. Below are four time-sensitive decisions and announcements that had significant negative impacts on Census participation and deserve further elaboration.

July 2019: The Citizenship Question

Over the summer of 2019, there was significant unrest and uncertainty around the addition of a question about citizenship on the 2020 Census that had been proposed by the Trump Administration.

The Supreme Court ultimately decided that the evidence provided in support of the addition of the question “tells a story that does not match the secretary’s explanation for his decision.”¹³ About two weeks later, the Administration discontinued any further attempts to add the citizenship question to the 2020 Census.¹⁴ Ultimately, the question was not added, but the discussions about the inclusion of a citizenship question likely had a negative impact on responses from immigrant and Hispanic communities.

March–April 2020: ID vs. Non-ID Responses

While the Bureau was adjusting to conducting a decennial Census during a pandemic, they provided inconsistent and contradictory information about who should respond and when.

During the Census, each household in the U.S. is issued a unique household identification number, which is given to households through a formal invitation to participate in the Census. About 18% of New Mexican households needed their invitations to be delivered by hand through the process known as Update Leave, which was delayed because of the pandemic. In March and April, the Commission was told by Partnership Specialists at the Bureau that households could respond without their unique ID. Later, the

¹³ Department of Commerce v. New York: <https://www.scotusblog.com/case-files/cases/department-of-commerce-v-new-york/>

¹⁴ Trump Administration Ends Efforts to Include Citizenship Question: <https://www.scotusblog.com/2019/07/trump-administration-ends-effort-to-include-citizenship-question-on-2020-census/>

Commission was told that households who responded without their ID would not be counted and would need to respond again. As this process affected nearly one out of every five households, this inconsistent information remains a top concern for the accuracy of the final count. While the Commission and its partners adjusted their community messaging about the Census, it is possible that households who responded without their ID may not have been counted because they did not have their ID and did not know they needed to complete the Census again.

July 2020: Excluding “Illegal Aliens” from Congressional Apportionment

During the 2020 Census enumeration, the Trump Administration released a memorandum attempting to exclude “illegal aliens” from the Congressional apportionment resulting from the 2020 Census.

This would mean that non-legal residents would not be considered in the final tabulation that impacts the congressional apportionment, but they would be included in the overall Census count. There was no understanding of how the Administration would determine who was a non-legal versus a legal resident, but the overall impact was to discourage the participation of immigrant communities. These communities already had a decreased likelihood of participating in the Census even though their participation is protected by the Constitution. As with all unprecedented actions by the Administration, the Commission adjusted its outreach accordingly to inform residents that it was safe to respond to the Census, their information was confidential, and there were no questions about their citizenship status.

August–October 2020: End of Campaign Timeline

Due to the pandemic, Census operations were adjusted on a consistent basis. Due to political

and legal uncertainties, the extension of the Census response deadline was changed three separate times in the final three weeks of the Census.

On April 13, 2020, the Bureau announced a new Census response deadline of October 31. The Commission and its partners adjusted hyper-local and statewide strategies accordingly. In August, the Trump Administration announced an abbreviated deadline of September 30. This was a national shock to Census efforts and was contested in court. From August to September 24, the Commission operated on the basis of the September 30 deadline in case the court supported the shortened deadline. On September 25, a Federal Judge in California’s 9th District issued a decision that the Bureau did not follow appropriate procedures, and the deadline of October 31 was reinstated. However, on September 28, the Bureau announced October 5 as the “target date” to conclude the 2020 Census. It is important to note that “target date” is semantically different from a final “deadline,” but it operated functionally as a deadline and was communicated by the Bureau to the Commission as such. On October 7, past the Bureau’s “target date,” the District Court for the Northern District of California ruled to continue the Census data collection at least through October 31. Finally, on October 13, the Supreme Court ruled to suspend the decennial Census count on October 15, 2020.

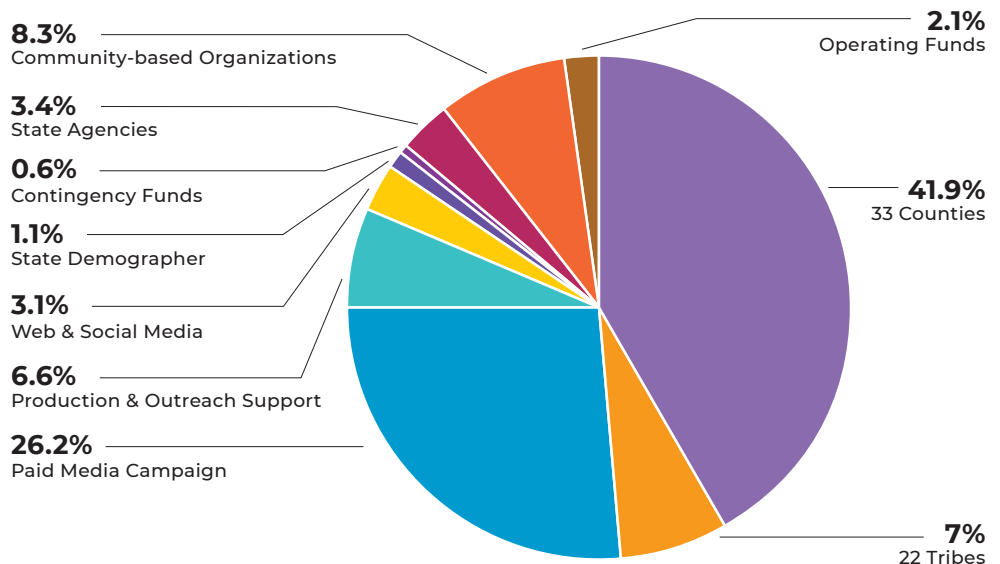
These shifts in the final deadline were a significant challenge for the Commission to overcome. Communicating these constant changes to residents proved challenging and required almost daily updates across the state. Nevertheless, the Commission and its partners worked to ensure a complete count until the last minute that residents could participate.

STATE FUNDING FOR CENSUS OUTREACH

A total of \$11.5M was made available by the New Mexico State Legislature (\$3.5M appropriated during the 2019 Session and \$8M in the 2020 Regular Session). These funds were split between the Local Complete Count Committees (LCCCs), Tribal Complete Count Committees (TCCCs), operating funds for the Commission, interagency agreements, statewide data and outreach support, and a 14-week media campaign. The professional communications support and the Media and Outreach campaign were funded based on a timeline of March 12 to July 1, 2020. Due to COVID-19, these efforts were extended by more than double to a 32-week effort (March 12–October 15). The Commission and its partners were able to adjust their planned expenditure, and no additional funding was requested.

Nearly 98.76% of all appropriated funds were fully allocated.¹⁵

2020 Census – State of NM Outreach Funds Distribution Overview (\$11.5M total)



Funds for County- and Tribal-Led Outreach Efforts

To support local engagement across the state, the Commission allocated nearly half of the available state funds (\$5.6M) to 33 counties and 22 Tribes and Pueblos in New Mexico. The counties, Tribes, and Pueblos utilized these funds to create local outreach efforts to encourage residents to

¹⁵ See Appendix B for a full breakdown of the distribution of legislative funds.

respond to the 2020 Census. While these local efforts were led by the LCCCs and TCCCs, these committees also had access to the Commission and its partners as requested or needed.

Funds were distributed based on a formula that considered population, participation in the previous Census, and the relative proportion of residents in hard-to-count designated census tracts.¹⁶

Recognizing that this approach may result in some rural counties receiving too few dollars to support meaningful outreach, the distribution further ensured that all counties would be allocated a minimum of \$10,000. The difference between the formulaic allocation and the \$10,000 “floor” for each of the two legislative allocations were subtracted from the county with the largest allocation, which was Bernalillo County. It was felt that Bernalillo County would experience efficiencies in scale due to both its population density and its receipt of the largest share of the state allocation. The range of allocated funds after two rounds of distribution was \$20,000.00 (to De Baca, Guadalupe, Harding, Hidalgo, Los Alamos, Mora, and Union counties) to \$1,188,689.94 (to Bernalillo County).

Due to the challenges presented during the Census (outlined below), not all these funds were expended. A total of \$543,056.81 in unspent funds were reverted from Local Complete Count Committees (\$400,821.21) and Tribal Complete Count Committees (\$142,235.60) to the Department of Finance and Administration following completion of the Census.

Funds for the Statewide Support, Outreach, and Media Campaigns

The other half of the funds (\$5.9M) were allocated to state agencies, community-based organizations across New Mexico, a statewide Media and Outreach campaign, the Commission’s operating funds, and the University of New Mexico Geospatial and Population Studies Program.

¹⁶ Commission Funding Methodology: <https://www.icountnm.gov/wp-content/uploads/2021/03/NMCommissionFundingMethodology.pdf>

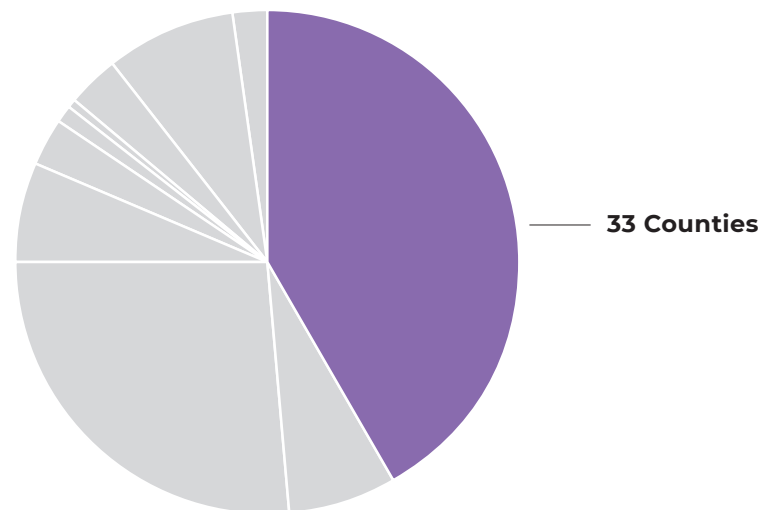
LOCAL COMPLETE COUNT COMMITTEES

Local residents know their community best, which is why nearly half of the state's funds went directly to the respective Local Complete Count Committees (LCCCs) and Tribal Complete Count Committees (TCCCs). These CCCs were responsible for helping create localized outreach plans and collaborating with organizations, nonprofits, and businesses to raise awareness in their areas about the 2020 Census.

The LCCCs had significant latitude on how to utilize their funds. Additional professional support with respect to communications, marketing, social media, data, and Census operations was provided by the Commission to LCCCs via regular webinars and on an as-needed basis. Additionally, a statewide advertising campaign, which was funded and managed by the Commission, augmented local efforts in partnership with the LCCCs.

Funding and Oversight

2020 Census – State of NM Outreach Funds Distribution Overview (\$11.5M total)



Each county in New Mexico established an LCCC. The first allocation of \$2.4M was made available to counties following the 2019 Legislative Session.¹⁷ These funds were eligible for expenditure until June 30, 2020. The second allocation of \$2.4M was made available during the 2020 Legislative Session with an expenditure window until November 30, 2020.

¹⁷ While the majority of Census outreach funds were provided by the state, additional funding from individual municipalities, counties, and Tribes was provided on a local level. These funds are not included in this report.

While counties had discretion on how to allocate their Census outreach funding, the Department of Finance and Administration provided oversight for each county's funding agreements. The counties could spend their appropriation on outreach materials, travel, printing, media, contracts, community-based organization grants, interagency grants, operating costs like salaries, and giveaways. Additionally, up to 10% of the appropriations could be spent on administrative costs. The counties reported their expenditure to the Department of Finance and Administration on a biweekly basis.

Challenges

Due to the COVID-19 pandemic and related timeline shifts from the Bureau, New Mexico counties faced significant challenges in executing their outreach efforts. For example, many counties planned to host or attend in-person events and gatherings to encourage local residents to participate in the Census. These efforts were canceled due to the pandemic. Additionally, the Bureau changed its guidance multiple times regarding how residents should respond. These constant changes made it challenging for outreach efforts to accurately and effectively communicate with New Mexico residents about how to participate in the Census.

Additionally, the Census campaign ran during a competitive news cycle. Census messaging at both state and local levels competed with messaging about the pandemic and the general election. County officials noted that many residents expressed a sense of being overwhelmed by the influx of advertisements and feeling detached from their civic responsibilities.

Highlights

Since the counties maintained discretion over how to use their funds, each county's strategy was unique. Below is a summary of each county's outreach efforts.

Bernalillo County

Allocated: \$1,188,689.94 | Expended: \$1,188,689.94

Bernalillo County, the lead agency for the Albuquerque/Bernalillo County Census 2020 Complete Committee, started setting up its Complete Count Committee early in 2018. In addition to support from the Commission, it received support from both the Albuquerque City government and Bernalillo County government. Although the pandemic affected the Bernalillo County CCC's initial plan to conduct face-to-face outreach, it was able to conduct effective and strategic outreach by partnering with 19 nonprofits and community-based organizations, developing a



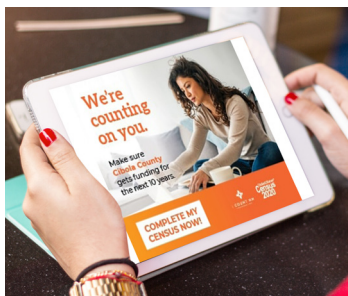
Bernalillo County Postcard.

Tiny Census Concert

The Tiny Census Concert (TCC) series was a creative digital strategy that employed local artists to promote the 2020 Census. The concert series was coordinated by the Albuquerque/Bernalillo County CCC, which consisted of 19 funded community-based organizations, including the New Mexico Black Leadership Council. The five-part virtual concert was hosted by KUNM's Gene Grant and streamed live via Facebook and YouTube every Wednesday from April 8 to May 6, 2020. The concerts featured over 40 local artists and groups, including musicians, dancers, spoken word poets, and visual artists, who performed and promoted the 2020 Census. Between each performance, community members spoke about the importance of the Census and how to participate. Each week, between 2,000 and 4,000 viewers streamed in to watch. The TCC series also contracted with roughly a dozen additional individuals to produce the show each week.¹⁸



Postcard to Roswell residents.



Cibola County digital ad.

comprehensive marketing plan, and working closely with the city and county governments. The Bernalillo County CCC also shifted its funds and activities to social media outreach (both paid and organic), digital advertising, phone banking, and text messaging. With access to NextDoor, a neighborhood association database, it was able to push Census-related videos and messaging through its contact lists. The CCC created over 25 videos showcasing local businesses and explaining why individuals should complete their Census forms. Additionally, the CCC gave a large grant to the University of New Mexico.

Catron County

Allocated: \$27,686.76 | Expended: \$14,196.80

The Catron County Complete Count Committee mailed flyers and letters to each household in Catron County to encourage everyone to complete their 2020 Census forms. Additionally, the Catron County CCC established a gift card incentive program to help motivate residents to participate in the Census.

Chaves County

Allocated: \$119,682.82 | Expended: \$119,682.82

The Chaves County Complete Count Committee worked closely with the City of Roswell. It also partnered with the J.O.Y. Center to reach senior citizens, a hard-to-count community, through its Meals-on-Wheels program. The Chaves County CCC mailed postcards to households and P.O. boxes and partnered with a digital marketing firm to reach Hispanic populations who were 20–30 years old with low-to-medium income. In response to the pandemic, it shifted its tactics to fund more radio and newspaper advertisements, text messages, emails, postcards, flyers, yard signs, and banners. The Chaves County CCC also successfully hosted mobile assistance centers with portable devices and cell phone hotspots to assist those without access to Wi-Fi.

Cibola County

Allocated: \$88,600.84 | Expended: \$88,600.84

The Cibola County Complete Count Committee hosted many socially distanced events to promote the Census. It partnered with local food pantries to place Census flyers in food distribution boxes, schools to distribute Census materials at school lunch programs, and the Pueblo of Laguna to promote the Census during Feast Day. Additionally, it consistently advertised the Census on local radio stations and in the local newspaper. The Cibola County CCC also utilized a gift card program, where

¹⁸ The full list of performers is provided at tinycensusconcerts.com. The full five concert videos are also available on the ICountNM YouTube channel.

it hosted radio remotes¹⁹ with local businesses. To address poor broadband access in the county, the CCC purchased laptops and made Wi-Fi hotspots available to help individuals without computer or Wi-Fi access complete their Census forms online.



Curry County newspaper ad.

Using Trusted, Local Voices: Hank Baskett, Sr.

Throughout the campaign, it was critical to attract local, trusted people and partners. In Curry County, the Commission was able to partner with the CCC to create a radio spot with Hank Baskett, Sr. His voice is well-known in the community, and with his participation, Curry County was able to create several radio advertisements, which aired at different points throughout the campaign.²⁰

Curry County

Allocated: \$125,879.88 | Expended: \$125,879.88

The Curry County Complete Count Committee had diverse representation from more than 20 entities, including city and county governments, community colleges, schools, public health clinics, tribal governments, and nonprofits. Before the pandemic, it successfully hosted an “Everybody Loves the Census” event, which was attended by several hundred people. Through partnerships with nonprofits such as the Christian Believers and United Way, the Curry County CCC was able to distribute Census flyers and swag to reach hard-to-count communities. Additionally, it hosted many drive-through events to help individuals complete the Census as well as draws at schools and businesses to incentivize participation. Curry County CCC utilized trusted messengers in the community, such as Hank Baskett, Sr., to record radio spots and public service announcements, which ran both on-air and as hold messages on city and county telephones.

De Baca County

Allocated: \$20,000.00 | Expended: \$14,242.01

The De Baca County Complete Count Committee promoted participation in the Census by airing radio spots on local radio stations with local, trusted messengers from the community. To best reach the County’s diverse population, the De Baca CCC recorded bilingual radio spots in English and Spanish. Additionally, it sent out Census postcards and added Census bill inserts in county water bills. In response to the pandemic, it shifted its efforts to the placement of further newspaper and social media advertisements. Uniquely, De Baca County CCC purchased a cargo trailer and decorated the trailer with Census banners. The cargo trailer was driven around the county and was also placed on a busy street in Fort Sumner.

Doña Ana County

Allocated: \$512,203.54 | Expended: \$376,203.54

The Doña Ana County Complete Count Committee provided local messages and created Census artwork for external entities to include on their websites, social media platforms and to distribute via their email listservs. The local

¹⁹ A radio remote is broadcasting done at a community location away from the studio.

²⁰ One of the radio advertisements is available online at <https://www.icountnm.gov/wp-content/uploads/2021/03/Hank-Baskett-Sr-Census.mp3>.

digital Census banners were connected to the 2020 Census or state's ICountNM website to help the public complete the questionnaire online. County staff communicated with the school district's 2020 Census point of contacts and provided printed Census materials and promotional items to school districts. County staff reached out to grocery stores, apartment complexes, parishes, and food distribution sites operating in low response Census tracts to find locations where Census Bureau could hold MQAs. In a phone banking operation, promotoras called 31,316 households and spoke to 9,161 residents. Many videos were created with trusted community members to show the importance of the Census in a variety of ways. The county mailed two separate dual language postcards, with local messaging and local design to various Census tracts. Forty thousand postcard size handouts were also distributed to committee partners and throughout the county (informational drops), at high trafficked areas, such as post offices and grocery stores. County staff wrote targeted local Census messaging for radio distribution and county staff mentioned the 2020 Census during the weekly PSAs. The county frequently shared information with New Mexico State University (NMSU) who created their own 2020 Census committee and had representation on the Doña Ana CCC. Additionally, Doña Ana County helped fund a postcard mailing to the 100 lowest Census tracts in New Mexico, which included Census tracts in Doña Ana County.



Eddy County digital ad.

Eddy County

Allocated: \$139,460.40 | Expended: \$139,460.40

The Eddy County Complete Count Committee hired an Eddy County CCC coordinator who coordinated the activities of the CCC with the Bureau, arranged Census training for CCC members, worked with CCC members to develop and implement an outreach plan and marketing strategy to reach hard-to-count communities, and worked with partner organizations to coordinate Census outreach efforts. The Eddy County CCC further used its funds to hire a marketing firm to provide a coordinated and varied marketing plan for the entire county and hard-to-count communities using billboards, radio, social media, flyers, and banners. A second agency was contracted to send Census text messages and record phone messages. In partnership with local food banks, the CCC performed outreach activities around food banks to speak to people where they were. Additionally, it partnered with libraries, schools, and city clerks to set up kiosks with Wi-Fi to help residents complete their Census forms.

Grant County

Allocated: \$ 61,138.30 | Expended: \$61,138.00

The Grant County Complete Count Committee hired a marketing and advertising agency to manage its marketing plan. It created two Census videos, one to highlight how the data collected by the Bureau has been

used in the past and the second to discuss the local needs of, and benefits derived from, the Census. Additionally, the Grant County CCC collaborated with local municipalities to send out Census reminders in utility bills. It also partnered with schools and senior centers to distribute fliers with school and senior meals. In response to the pandemic, the CCC shifted its resources to placing broad social media advertisements as well as multiple radio advertisements using the voices of local, trusted messengers.



Guadalupe County newspaper ad.

Guadalupe County

Allocated: \$20,000.00 | Expended: \$15,633.06

The Guadalupe County Complete Count Committee held numerous events around the county to assist individuals in completing their 2020 Census forms. Members of the CCC also attended weekly farmer's markets to promote the Census. Additionally, the Guadalupe County CCC advertised the Census every week in the local paper using local imagery of recognizable monuments and landscapes. In response to the pandemic, it purchased hand sanitizers, face masks, and tissue paper with Census branding to both wear when speaking to residents and to share with the community. Another tactic was to have all county employees ask individuals calling in to the county if they had already completed their Census and to assist them in accessing the online website if they had not.

Newspaper Advertisements with Local Imagery and Messages

Through funding from the NM Counts 2020 Funders Group, the Spirit of Hidalgo, a local nonprofit organization, was able to place a series of newspaper advertisements in the Hidalgo County Herald. The advertisements were created at no charge through the Commission's partners so that all the funding could go directly to paying for placement. This was in addition to the work being done by the Hidalgo CCC.



Spirit of Hidalgo newspaper ad.

Harding County

Allocated: \$20,000.00 | Expended: \$12,012.57

The Harding County Complete Count Committee promoted Census participation by posting advertisements on social media and mailing postcards with Census information to county residents. Additionally, it provided gift card incentives to local businesses to encourage residents to complete their Census forms.

Hidalgo County

Allocated: \$20,000.00 | Expended: \$18,998.62

The Hidalgo County Complete Count Committee promoted the Census by advertising on social media. Additionally, it purchased gift cards from local businesses to incentivize residents to complete their Census forms. This tactic both encouraged residents' participation and assisted local businesses during the challenging economic period of the pandemic.

Lea County

Allocated: \$138,873.32 | Expended: \$138,873.32

The Lea County Complete Count Committee promoted the Census using social media platforms. Additionally, it purchased gift cards and promoted



Hobbs High School poster.

them on social media to encourage residents to complete their Census forms. After completing their Census forms and providing proof of having done so, residents were eligible to receive a gift card. In response to the pandemic, the Lea County CCC canceled all the planned in-person events and instead hosted virtual events in September 2020. The CCC hosted a virtual concert series, which brought together local artists to promote the Census and was broadcast on Facebook.

Lincoln County

Allocated: \$53,129.78 | Expended: \$53,129.78

Lincoln County is the one of the hardest-to-count counties in the United States. Almost half the county's 20,000 population resides in less than 100 square miles in and around the Ruidoso area. The other half has poor access to radio, no access to local television, limited newspaper exposure, and poor cell and Internet access, which made outreach difficult. Individuals living in rural Lincoln County are also generally distrustful of strangers, including government officials, and protective of property rights. Nevertheless, the Lincoln County CCC executed a thorough marketing campaign to promote participation in the 2020 Census. The CCC relied on traditional media like radio and newspaper, ran a heavy social media campaign to reach the population during the pandemic, and printed over 250 yard signs. Additionally, it partnered with senior centers, local businesses, churches, libraries, and schools to distribute Census flyers to residents.

Los Alamos County

Allocated: \$20,000.00 | Expended: \$10,559.58

The Los Alamos County Complete Count Committee had diverse representation from local public schools, the University of New Mexico Los Alamos campus, Los Alamos National Laboratory, and other entities. It not only encouraged Census participation in the county, but also helped other surrounding counties in northern New Mexico with Census promotion. To aid the entire region of northern New Mexico, the quantity of giveaways procured was doubled to allow for distribution to neighboring counties, especially Rio Arriba County. Through partnerships with local schools and senior centers, the Los Alamos County CCC distributed Census flyers through senior and school meal pickups. It also worked with the Regional Coalition of Los Alamos National Laboratory Communities to provide grants to local municipalities. Notably, Los Alamos county ranked among the highest in the nation for county self-response rates.

Luna County

Allocated: \$46,343.54 | Expended: \$46,343.54

The Luna County Complete Count Committee promoted participation in the 2020 Census using social media and by placing flyers and banners around the county. Additionally, a Census station was set up at the Luna County Courthouse to help people complete their Census forms. The Luna County CCC hosted raffles to incentivize residents and placed autocalls to phone numbers that had previously been collected by the county.

Local Radio Stations Hosted Virtual Questionnaire Assistance Programs

The Commission and LCCCs worked with local radio stations and the Bureau to coordinate Virtual Questionnaire Assistance (VQA) programs on local radio stations. During these VQA programs, the radio DJ would interview a Bureau Partnership Specialist and ask any questions that the community had about the 2020 Census. This provided a focused way to talk to the local community about the safety and importance of completing their Census forms. In partnership with Millennium Media stations, which broadcast out of Gallup and reach the northwest corner of the state and parts of the Navajo Nation, the Commission was able to coordinate a VQA program that ran several times during the Census period.²¹

McKinley County

Allocated: \$210,239.62 | Expended: \$185,594.27

The McKinley County Complete Count Committee had diverse representation from local governments, tribal government, and nonprofits to strategize how to reach hard-to-count communities and identify the media and messaging that would best reach the population of the county. The McKinley County CCC ran Census advertising on local radio stations, newspaper stations, and social media. Additionally, educational Census presentations were made to local Veterans and health alliance groups, in local libraries, and at public schools. Through the CCC's partnership with the City of Gallup, it placed Census bill inserts in utility customers' bills and implemented a virtual gift card program. Unfortunately, McKinley County was heavily affected by the pandemic, which caused a delay in residents receiving their Census invitations (a process controlled and directed by the Bureau) until late July.

Mora County

Allocated: \$20,000.00 | Expended: \$16,362.30

The Mora County Complete Count Committee purchased Census swag such as drawstring backpacks, masks, cups, and pens, which were shared with county residents. It also hosted a Census raffle of a television, a touchpad, and gift cards for those who provided proof of completing the Census. The CCC purchased an iPad and Surface Pro laptop to take into the field and conduct Census surveys. This helped reduce the technological barrier for households who did not have a computer or Wi-Fi access. Additionally, Census postcards were mailed to every P.O. box in Mora County, which provided an effective way of reaching individuals without city-style addresses.²² The CCC further ran radio advertisements on two local FM stations.

21 A VQA that aired on Millennium Media is available online at <https://www.icountnm.gov/wp-content/uploads/2021/03/SammyC-VQA-Navajo-Nation.mp3>.

22 Census invitations cannot be delivered to P.O. boxes or non-city-style addresses. In these situations, the Bureau left a Census packet at the door of residents' homes, which is a field operation known as Update Leave. About 18% of New Mexico residents relied on Update Leave to receive their Census forms, which is one of the highest Update Leave concentrations in the nation.

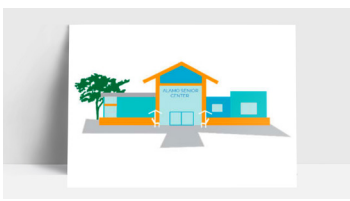


Illustration of Alamo Senior Center



Illustration of Alamogordo Fire Station

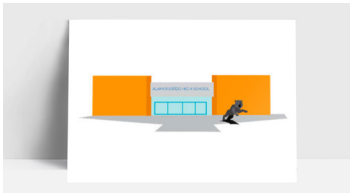
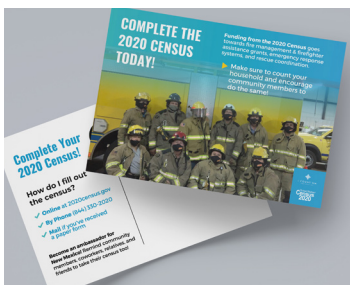


Illustration of Alamogordo High School

Otero County

Allocated: \$184,339.82 | Expended: \$98,572.69

Due to the Covid-19 pandemic, large geographic area, and staffing shortage, the Otero County Complete Count Committee opted for a primarily digital educational and motivational campaign. The digital campaign optimized funding by reaching the most people while using the least staffing. The CCC hired a contractor to produce local videos that feature locations and language specific to Otero County. The videos and artwork were foundational to the cohesive campaign that was created for the county. The videos ran on TV and digitally on Spotify, Google Ads, Facebook, and Instagram through an online video campaign that targeted all residents in Otero County. The CCC drafted a resolution for the Otero County Commissioners that encouraged businesses to allow employees to complete the Census during work hours. The City of Alamogordo created a webpage on its website providing important information and was continually updated with information about the importance of the Census, updates, and CCC activities. The CCC partnered with Zia Therapy Center, which provides residents with transportation, to add advertising on the outside of its buses. Local and internet radio stations were important to the distribution of educational PSAs. They conducted Monday morning Census radio shows in partnership with Southern New Mexico Radio Foundation to address misconceptions about the Census, keep people informed about changes and updates to the Census activities, and to encourage participation in the Response Rate Challenge. Listeners were also encouraged to call in with questions. The CCC also conducted a Response Rate Challenge to encourage self response rates and shared information about the Challenge through the Mountain Monthly, bill inserts, and on social media.



Quay County postcard.

Quay County

Allocated: \$21,947.20 | Expended: \$21,947.20

The Quay County Complete Count Committee implemented many different advertising strategies to promote participation in the 2020 Census. Tactics included newspaper advertisements, social media advertisements and posts, and radio spots using the voices of local, trusted messengers. The Quay County CCC mailed two postcards to county residents, one emphasizing the importance of the Census and other highlighting how Census funds affect funding for first responders. It also advertised gift cards on social media to encourage participation.

Rio Arriba County

Allocated: \$181,269.42 | Expended: \$181,269.42

The Rio Arriba Complete Count Committee was diverse and had representation from tribal groups, different racial communities, city

government officials, leaders of colleges and community centers, and nonprofits. The CCC allowed its nonprofit members to run their own Census campaigns to best reach community members. Such nonprofits included Somos un Pueblo Unido, Northern New Mexico College, Moving Arts, and United Way of Northern New Mexico. The Rio Arriba County CCC hired a media contractor to support its final Census push. The contractor organized live events such as drive-throughs and pop-ups at busy intersections in Espanola and purchased gift cards to local businesses to incentivize Census participation. Additionally, the Rio Arriba CCC promoted the Census by placing large posters and displays in Espanola, posting videos on social media and YouTube, placing radio spots and segments, and conducting phone banking through its nonprofit partners.

Roosevelt County

Allocated: \$42,149.14 | Expended: \$42,149.14

The Roosevelt County Complete Count Committee had originally planned to attend and host many events to promote the Census. In response to the pandemic, the CCC shifted its tactics from outdoor events to Census flyers, radio advertisements, social media advertisements and posts, and email blasts. Additionally, Census banners and street signs were placed around the county. The CCC also purchased T-shirts, bottled water, pens, masks, and lunch bags, which were handed out at public school summer lunch programs.

Sandoval County

Allocated: \$302,269.74 | Expended: \$214,023.51

The Sandoval County Complete Count Committee comprised county staff. Its outreach efforts were coordinated primarily by the Sandoval County Planning and Zoning Department because of its ability to establish and manage benchmarks, objectives, timelines, contracts, and finance. The Sandoval County CCC also hired a contractor to assist with implementing their key marketing and social media outreach components. In response to the pandemic, it shifted its efforts by creating a Census webpage on Sandoval County's main website, delivering Census flyers and grocery bags to food donation services and meal programs, and developing a gift card program to support local businesses and incentivize individuals to complete their Census forms. Additionally, the CCC purchased spots on radio stations and printed posters, billboards, and yard signs. To reach individuals without city-style addresses, the Sandoval County CCC mailed postcards to all the P.O. boxes in the county.

San Juan County

Allocated: \$336,111.68 | Expended: \$336,111.68

The San Juan County Complete Count Committee hired a marketing firm to extend and implement its traditional media and social media efforts. The CCC used a three-prong approach to reach residents. The first was to ensure general knowledge of the Census, which was attained through general marketing campaigns using print, radio, television, and social media. The second focused on areas with low self-response rates, where messaging was provided about specific benefits to that area if a complete count was achieved in the 2020 Census. Third, the CCC relied on local influencers and trusted messengers, which included Chevel Shepherd, the winner of the national TV show *The Voice*, to reach individuals on a personal level.

San Miguel County

Allocated: \$108,683.02 | Expended: \$108,683.02

The San Miguel County Complete Count Committee predominantly used gift card raffles to increase Census response rates in the San Miguel community. It hosted many events at apartment complexes and the local town square and provided gift card incentives from local restaurants and stores to all households who completed their Census forms at such events. It also promoted the raffle through radio and on the ICountNM Facebook page. Additionally, the San Miguel County CCC ran radio spots, placed Census bill inserts in utility bills as well as flyers in restaurant takeout orders, and purchased yard signs and banners.



T-shirts for San Miguel County.

Santa Fe County

Allocated: \$275,848.16 | Expended: \$273,578.38

The Santa Fe County Complete Count Committee partnered with three nonprofit organizations (Somos un Pueblo Unido, St. Elizabeth Shelter, and Chainbreaker Collective), which coordinated outreach efforts to reach hard-to-count communities. Additionally, the Santa Fe County CCC had agreements with Pojoaque, Tesuque, Nambe, and San Ildefonso Pueblos to conduct outreach in their communities. It also mobilized a paid media campaign, which consisted of print, radio, social media, and digital advertisements and phone banking. Before beginning its Census outreach, the CCC conducted a thorough analysis of 2010 Census data and compared the results with potential undercounted demographics, as well as hard-to-count areas identified by the state and the Bureau. This analysis informed the membership on the CCC, which consisted of geographically and ethnically diverse members. The data were also used to help plan messaging to reach hard-to-count communities.

Sierra County

Allocated: \$29,639.54 | Expended: \$29,639.54

The Sierra County Complete Count Committee closely reviewed data to identify how to best reach hard-to-count communities and senior populations. It partnered with churches and the county to place Census flyers in utility bills. The Sierra County CCC printed 30,000 flyers in English and Spanish to promote the Census and set up a Facebook page to keep the public informed on Census timelines. Additionally, they purchased daily radio spots and weekly newspaper advertisements.

Socorro County

Allocated: \$70,464.38 | Expended: \$70,464.00

The Socorro County Complete Count Committee incentivized participation in the Census using gift cards, which supported local businesses and county residents struggling through the pandemic. In response to the pandemic, the CCC canceled all in-person and sporting events and instead spent funds on purchasing masks and hand sanitizers.

Taos County

Allocated: \$129,339.52 | Expended: \$129,339.52

The Taos County Complete Count Committee coordinated and implemented an outreach plan, which included multiple radio advertisements, public service announcements, interviews, live radio remotes, and articles and advertisements in local newspapers. It also hosted three live Facebook events, which received approximately 4,000 views. The Taos County CCC partnered with local law enforcement and many nonprofits, such as SOMOS, Taos Immigrant Allies, and the Taos Community Foundation, to distribute Census information to residents. For social media and digital advertising, the CCC created videos featuring local, trusted messengers. It also created an extensive print campaign, which included coloring books, postcards, flyers, information packets, pins, stickers, banners, and yard signs. In response to the pandemic, the CCC shifted from large in-person events to essential community activities, such as food and school supply distribution and the distribution of Census information at farmer's markets and other essential places, including gas stations, restaurants handling takeout orders, and utility companies on the first day of the month when people paid their bills.



Taos News digital ad.

Torrance County

Allocated: \$48,439.06 | Expended: \$48,439.06

The Torrance County Complete Count Committee identified and worked with local nonprofits and organizations that had existing community

networks and employed trusted key individuals. The Torrance County CCC identified hard-to-count communities and explored creative ways to reach them. Its outreach campaign relied on postcards, coloring books, flyers, the Census website, and radio, newspaper, and social media advertising. The county also made autocalls and sent text messages to residents. Because of the pandemic, the CCC canceled all planned in-person events; instead, it coordinated with the Bureau to set up Census Takers²³ with tables at local blood drives, grocery stores, and libraries.

Union County

Allocated: \$20,000.00 | Expended: \$20,000.00

The Union County Complete Count Committee placed radio and newspaper advertisements in the county. It also attended State CCC meetings to learn about the outreach tactics employed by other counties. In response to the pandemic, it canceled in-person events and shifted instead to social media, newspaper, and radio advertising. The CCC also placed banners and flyers around the county. Additionally, it placed autocalls and sent text messages to county residents and purchased gift cards to local businesses, which were given to county residents who had completed their Census forms.



Union County newspaper ad.

Valencia County

Allocated: \$185,193.50 | Expended: \$177,746.57

The Valencia County Complete Count Committee coordinated and implemented a diverse outreach program, which included digital marketing, social media, print marketing, radio advertising, and raffle prizes. In response to the pandemic, all large in-person events were canceled, and iPads were instead purchased to help residents complete their Census forms at food truck stands, senior centers, and libraries. The CCC also purchased Census promotional items, such as canvas bags for senior centers and grocery stores and masks for distribution at restaurants. It further partnered with the New Mexico State Police to host several mobile events to hand out Census promotional items, such as fidget spinners, travel cups, T-shirts, and pens. Additionally, the Valencia County CCC did phone banking through the Valencia Community Action Network.

²³ Census Takers can only be hired and deployed by the U.S. Census Bureau. LCCCs were able to coordinate Census Taker activity in their areas through Census Bureau Partnership Specialists.

TRIBAL COMPLETE COUNT COMMITTEES

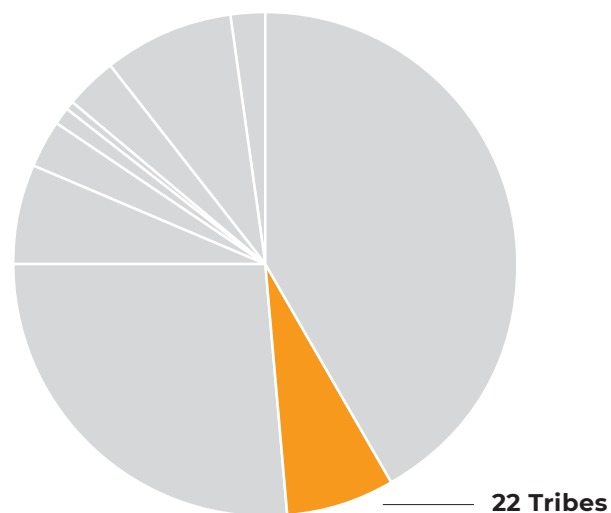
Local residents know their community best, which is why nearly half of the state's funds went directly to the respective Local Complete Count Committees (LCCCs) and Tribal Complete Count Committees (TCCCs). These CCCs were responsible for helping create localized outreach plans and collaborating with organizations, nonprofits, and businesses to raise awareness about the 2020 Census in their areas.

The TCCCs had significant latitude on how to utilize their funds. Additional professional support in communications, marketing, social media, data, and Census operations was provided by the Commission to the TCCCs in regular webinars and on an as-needed basis. Additionally, a statewide advertising campaign, which was funded and managed by the Commission, augmented local efforts in partnership with the TCCCs and the Tribal Outreach Subcommittee.

For highlights, please refer to the Tribal Representatives Subcommittee overview and the New Mexico Native American Census Coalition overview in Section 7 of this report.

Funding and Oversight

Tribal Complete Count Committee Funding



Twenty-two Tribes established TCCCs. The first allocation of \$400,000 was made available to the TCCCs following the 2019 Legislative Session.²⁴

²⁴ While the majority of the Census outreach funds were provided by the state, additional funding from individual municipalities, counties, and Tribes was provided on a local level. These funds are not included in this report.

These funds were eligible for expenditure until June 30, 2020. The second allocation of \$400,000 was made available during the 2020 Legislative Session with an expenditure window through November 2020.

This work was funded through a grant between the Indian Affairs Department (IAD) and the Department of Finance and Administration (DFA). IAD then entered into individual grant agreements with each Tribal Complete Count Committee.

Public Service Announcement from President Nez

In partnership with the Commission and its partners, the Navajo Nation created an English 30-second public service announcement and a one-minute Diné public service announcement by President Jonathan Nez of the Navajo Nation. The advertisements were released in the New Mexico media markets that covered the Navajo Nation. They took the form of both TV and radio advertisements and were circulated in English and Diné to reach residents who spoke either or both languages.²⁵

Challenges

Due to the COVID-19 pandemic and related timeline shifts from the Bureau, Tribes and Pueblos faced significant challenges in executing outreach efforts. For example, many TCCCs planned to host or attend in-person events and gatherings to encourage members to participate in the Census. However, many of these efforts were canceled due to the pandemic. Additionally, the Bureau changed its guidance multiple times regarding how residents should respond. These constant changes made it challenging for outreach efforts to accurately and effectively communicate with New Mexico residents about how to participate in the Census.

Notably, the COVID-19 pandemic disproportionately affected tribal nations. Tribal residents and Commission partners were dealing with a life-or-death crisis in a way that other areas in the state and across the U.S. were not. For community safety, Tribes and Pueblos were at times completely closed to non-tribal members, including Bureau enumerators, during 2020. With such a significant reliance on hand-delivered forms — a Bureau process known as Update Leave — rural and tribal communities alike did not receive their Census forms in a timely or accessible manner.

Finally, as with the LCCCs, the Census campaign ran during a competitive news cycle. Census messaging at both state and local levels competed with messaging from the pandemic and the general election. County officials noted that many residents expressed a sense of being overwhelmed by the influx of advertisements and feeling detached from their civic responsibilities.

25 The English audio TV advertisement voiced by President Nez is available online at <https://youtu.be/xePnGXvnU7o>, and the Navajo audio TV advertisement voiced by President Nez is available at <https://youtu.be/06Xji0aQbK8>.

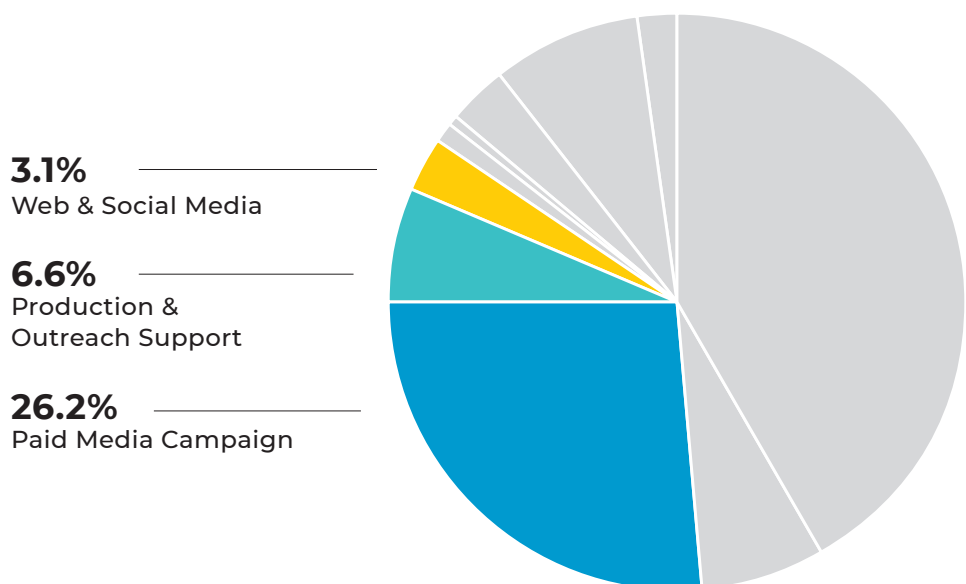
STATEWIDE MEDIA AND OUTREACH CAMPAIGN

Overview

To augment the county- and tribal-level outreach efforts, nearly \$4.1M (36%) of the Commission's overall funding was used for a statewide media campaign and an outreach support and resource hub, which provided professional communications support to those involved in community-based Census outreach. These funds supported paid advertising (26.2%), production and campaign support (6.6%), and website and social media management (3.1%). Two New Mexico-based firms were contracted to mobilize the advertising campaign: MediaDesk and Real Time Solutions. This work was supported by the Commission Media & Messaging Subcommittee.

MediaDesk, a New Mexico-based creative communications agency with previous experience with the 2020 Census, led the advertising, marketing, and campaign resource hub. The agency was responsible for creating and distributing paid advertising materials for ICountNM as well as providing communications support and consulting for Local Complete Count Committees (LCCCs) and Tribal Complete Count Committees (TCCCs). Real Time Solutions managed the statewide ICountNM website and social media channels. Additionally, the company provided social media support and consulting to LCCCs.

Media and Outreach Campaign



The multimedia campaign was recognized by the American Advertising Federation for its effectiveness and creativity and as one of the top 30 ideas in Albuquerque. Additionally, three of the commercials produced won four international Telly Awards which honor excellence in video and television across all screens.²⁶

Paid Media Campaign

The statewide media campaign included:

- ▶ The production of over 40 television and radio advertisements in English, Spanish, and Navajo
- ▶ Custom radio scripts and/or spots for several LCCCs
- ▶ The design and placement of over 370 newspaper advertisements
- ▶ The production of hundreds of custom items for agencies²⁷, counties, businesses, foundations, nonprofits, and community-based organizations
- ▶ The creation of outreach toolkits for organizations and agencies, including a digital Back-to-School Toolkit sent to teachers, parents, and administrators by the Public Education Department, a Business Toolkit distributed by the Economic Development Department, and a Census Ambassador Toolkit in both English and Spanish, which reached over 100,000 people
- ▶ The production and distribution of a weekly Census resource newsletter as well as a weekly newsletter for volunteer phone bankers
- ▶ Technical, web, and promotional support for the Tiny Census Concert series in Bernalillo County and Lea County
- ▶ Training, oversight, and management of statewide phone banking, which resulted in over 668,000 calls placed by state employees and community-based organizations
- ▶ The launch of a statewide Census Day of Action, which included an outbound calling program and a dedicated evening news program on KOB-TV

26 The award-winning commercials are available online at <https://vimeopro.com/mediadesknm/2020census>.

27 See Appendix C for a list of the toolkits created for the Commission and its partners over the course of the campaign.

CENSUS DAY OF ACTION

Notably, the Commission coordinated a Statewide Day of Action on September 14, which was brought to fruition through a partnership with the NM Counts 2020 Funders Group.²⁸

The Day of Action was a coordinated effort to promote Census participation through TV and print news outlets, radio stations, digital advertisements, text messages, phone banking, emails, newsletters, and other communication strategies. In addition to media outlets, the Commission worked with LCCCs and community-based organizations to encourage organic, grassroots outreach to increase Census participation. It created and promoted a Day of Action Checklist which listed action items and resources to promote the 2020 Census, including a series of social media graphics, newsletter messaging, a website insert design, a Census email signature, text messages, call scripts, a Census slide, and talking points for television and radio interviews.

Census stories were featured on all major television networks, including KRQE, KOB, KOAT, and Telemundo, on September 14. KOB-TV dedicated an entire evening news block to cover Census stories and hosted a group of phone bankers, who placed outbound calls to encourage residents to complete their Census forms, and Census officials, who received inbound calls and helped individuals complete their Census forms.

ADVERTISING

The implementation budget for the advertising campaign was based on a media plan approved by the Commission Media and Outreach Subcommittee chaired by Senator Bill Burt. The plan was prepared pre-COVID-19 and based on a 16-week Census campaign.

Following the emergence of COVID-19, the associated stay-at-home guidance, and the adjusted Census timeline, the approved media plans were amended to increase advertising that reached New Mexican residents in their homes as opposed to out of their homes and to incorporate additional pivot strategies, such as paid and volunteer phone banking, text messages, and autocalling.²⁹

²⁸ Until September 25, the Commission was operating under the deadline of September 30. The Census was planned to end on October 31, 2020, but the Bureau unexpectedly announced that it would end operations on September 30. The Bureau was taken to court over this shift. In the interim period, the Commission decided that it was safer to encourage participation until September 30 in the event the courts sided with the Bureau. If the courts did not, then the campaign would continue regardless.

²⁹ See Appendix D for the statewide media plan.

MEDIA PLACEMENT

Placing media across the state that appeals to all audiences is always challenging. This task was complicated by COVID-19 and the cessation and then staggering of field operations by the Bureau. This resulted in different and nuanced messages being required for different parts of the state depending on whether households received mailed or hand-delivered forms. The Bureau's actions turned what was intended to be a unifying statewide messaging campaign into several fractured messaging campaigns throughout New Mexico. Advertising placement was further complicated by limited transparency from the Bureau on federal media placements in New Mexico and the overall inconsistency of the Bureau messaging.

With the facts on the ground as they were, the Commission continued to make all media placement decisions utilizing a data-driven approach that took into consideration the following variables:

- ▶ Current self-response rate reported daily by the Bureau
- ▶ Availability and reach of outlets in a given area
- ▶ Timing (not all households received their Census IDs at the same time)
- ▶ Media investments being made others (LCCCs and federal)
- ▶ Ability to reach historically hard-to-count populations
- ▶ Funding (budget allocation and cost of individual advertising options)

These factors were considered over a series of meetings with the multidisciplinary Commission and included data meetings, media coordination meetings, and All Hands meetings — each occurring weekly. Additionally, the media team conducted daily internal meetings to consider adaptations to paid and earned media and county-specific support.

Based on these factors, the majority of paid media was placed in rural markets across the state. A detailed breakdown by medium follows. Note that the items below were in addition to the advertisements placed by the Bureau and LCCCs.

TELEVISION

Broadcast television reaches 95% of households in New Mexico. Television is therefore one of the most effective tools to reach residents at scale but is also one of the least focused advertising media. Cable television, however, provides a far more focused option because of the ability to deliver



"Have you received your 2020 Census?" TV commercial.

individual ads to different set-top boxes even though fewer households are reached. The Commission deployed a focused strategy using cable to access harder-to-reach populations with specific emphasis on providers in Grants, Las Cruces, and Santa Fe, and broadcast television to provide general Census messaging canvassing the state.

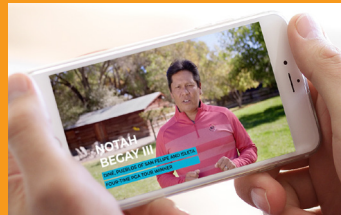
In total, over 100,000 English and Spanish television advertisements were placed on cable and broadcast television over the course of the 2020 Census.

LOCAL CELEBRITIES: NOTAH BEGAY III AND UNITED SOCCER

The Commission partnered with local, trusted individuals and organizations as extensively as possible during the Census campaign.



The New Mexico United Soccer Team and the Somos Unidos Foundation partnered with the Commission to create a series of commercials to reach young adults and families with young children, both of which are hard-to-count audiences. The commercial ran on local television and via digital advertising.³⁰



Toward the end of the 2020 Census, the Commission created a commercial with Notah Begay III, the four-time PGA tour winner and member of Diné, San Felipe, and San Isleta Pueblos. This advertisement was placed through the Commission's advertising campaign.³¹

BROADCAST RADIO

The rural focus of the outreach efforts was most pronounced on broadcast radio. For every one ICountNM radio advertisement that ran in the Albuquerque Metro Area, five advertisements ran on rural radio. Over 60,000 advertisements ran on 60 radio stations across the state in both English and Spanish. All but five of these stations were in rural markets.

BILLBOARDS

Due to reduced roadway traffic resulting from the pandemic, fewer billboards than originally planned were used in the final media campaign. A total of 27 billboards were utilized. Five of the 27 were in the Albuquerque Metro Area.

30 The commercial with New Mexico United Soccer Team is available online at <https://youtu.be/VHkwEolclws>.

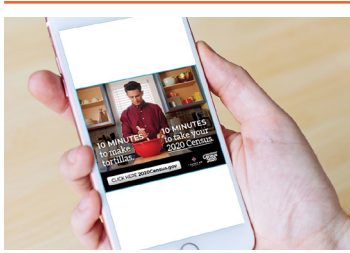
31 The commercial with Notah Begay III is available online at <https://youtu.be/ParlzutNmNU>.



Rio Grande Sun newspaper ad.

NEWSPAPER AND PRINT

A total of 379 half-page advertisements were placed in 53 newspapers across New Mexico during the campaign. In addition to print, digital advertisements through homepage takeovers, e-editions, and spot advertisements were utilized.



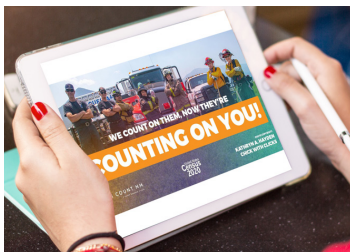
"Ten Minutes" digital ad.

FOCUSED DIGITAL ADVERTISING

During the latter part of the campaign, the Commission initiated a digital campaign that allowed the focused delivery of advertisements to mobile and desktop devices. These advertisements were action-oriented and directed individuals who clicked on them to 2020census.gov to complete their Census forms.

Additionally, these advertisements were strategically focused on specific communities based on their low participation rates in the Census. Over the course of the campaign, the most successful engagements came from rural and hard-to-count areas across the state, with 26 of 33 counties outperforming the industry standard.

Digital advertising offers a highly focused advertising platform, which allowed for the delivery of custom content to specific devices based on web history, customer personas, and geography. Additionally, all placed ads were clickable to 2020census.gov, thus shortening the path from interest to action and created higher rates of engagement and conversion with the intended audience.



"Support First Responders" social media ad.

SOCIAL MEDIA

The Commission had a very active presence on the social media channels Facebook and Instagram. The Facebook account reached an organic audience of over 7,600 followers and had millions of impressions through organic and paid reach. Social media was used as a platform to inform and encourage participation in the Census and used focused placement to reach specific communities with messages that resonated with them. Over the course of the campaign nearly \$250,000 was spent on social media, and over 280 individual posts were made. Importantly, social media channels were used to interact with New Mexico residents who had questions or misunderstandings about participating in the Census, including why it was important and how to participate. As with all digital outreach materials, social media advertisements allowed individuals to click directly to the Bureau to complete their Census forms.

Census Popup on State Websites

In partnership with the New Mexico state departments, each state department website had a pop-up about the 2020 Census and a countdown to the last day residents could respond.

WEBSITE

The website for the campaign (www.icountnm.gov) hosted outreach resources for organizations and community members supporting a complete count. While members of the public were able to access the site, the majority of all outreach materials directed residents to the official U.S. Census Bureau website where they could actually complete their Census forms.

Earned Media Support

From the Governor's Office to the LCCCs, the Commission assisted in writing and placing multiple press releases and op-eds for partners across the state. These pieces provided community commentary about the importance of the 2020 Census and how full participation positively impacts a variety of sectors throughout the state. They were placed across a breadth of news outlets across New Mexico.

In addition to regular press about the decennial Census, the Commission wrote press releases in reaction to the various changes in the Bureau timeline, which presented a number of challenges over the course of the campaign.

Some of these pieces included:

- ▶ "Our children deserve to be seen, heard, counted" by 2020 Teacher of the Year Mandi Torrez³²
- ▶ "The Census will help fuel our economic recovery" by a group of economic development specialists³³
- ▶ "Take part in the census before it's too late" by Secretaries Elizabeth Groginsky (Early Childhood Education and Care Department), Ryan Stewart (Public Education Department), and Brian Blalock (Children Youth and Families Department)³⁴
- ▶ "New Mexicans deserve to be counted" by Senator Liz Stefanics and Senator Debra Sariñana³⁵
- ▶ "Would you pass up \$10 every day, for 10 years?" by Allan Oliver and Randy Royster³⁶

32 "Our children deserve to be seen, heard, counted": <https://ladailypost.com/torrez-children-deserve-to-be-seen-heard-counted/>

33 "The Census will help fuel our economic recovery": <https://www.demingheadlight.com/story/opinion/2020/07/02/your-turn-census-help-fuel-economic-recovery-new-mexico/5356792002/>

34 "Take part in the census before it's too late": https://www.santafenewmexican.com/opinion/my_view/take-part-in-the-census-before-its-too-late/article_ef6701a8-c7d2-11ea-9c70-bffc953d1885.html

35 "New Mexicans deserve to be counted": https://www.santafenewmexican.com/opinion/my_view/new-mexico-deserves-to-be-counted/article_e839f95a-d8e7-11ea-9eee-17c1d488c60b.html

36 "Would you pass up \$10 every day, for 10 years?": <https://www.abqjournal.com/1499135/would-you-pass-up-10-every-day-for-10-years.html>

Statewide Campaign Support for Complete Count Committees

While CCCs were welcome to use their funds to hire marketing or communications agencies or professionals for their local outreach efforts, they were also able to work with the Commission's media and outreach partners, MediaDesk and Real Time Solutions, at no cost. This was to ensure that all CCCs, even those with less funds, were able to access quality professional communications strategists who could co-curate a plan and materials for their outreach efforts. The partners were reachable by email and through a Census outreach hotline, so anyone in the state who needed help could call and obtain the resources, help, or connections they needed.

Over the course of the campaign, the Commission's communications partners provided communications, social media, design, and marketing support through a team of professionals to at least 30 state departments and agencies, 35 CCCs and Subcommittees, and 28 community-based organizations. Support included communication consulting and the creation of custom materials like flyers, postcards, yard signs, digital, newspaper, and radio advertisements, newsletters, and websites. The associated costs for these services were covered by the Commission within the allocated budget.

STATEWIDE COMPLETE COUNT COMMISSION SUBCOMMITTEES

The Commission included 10 Subcommittees. The Subcommittee members included subject experts, community leaders, representatives from state agencies, and interested members of the public. They leveraged their expertise and relationships within their communities and sectors to promote and extend the Census outreach efforts.

The Subcommittees were able to develop their own outreach efforts, which varied and were consistent with their expertise and subject matter area. Many Subcommittees also worked closely with other organizations and entities within their topic areas. All the Subcommittees were supported by Commission staff and contractors.

Challenges

Many Subcommittees originally planned to do outreach at in-person events and meetings but shifted tactics in response to COVID-19.

Highlights

Business & Economic Development Subcommittee

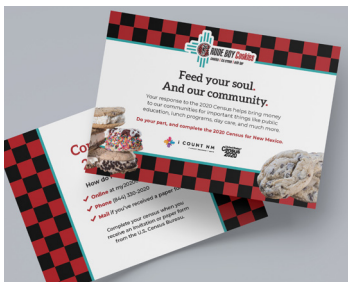
Chair: Ryan Eustice, Senior Economist, Economic Development Department

The Business & Economic Development Subcommittee relied on its business networks to disseminate Census messaging. In partnership with the Commission Media and Outreach team, the Subcommittee created and promoted a Businesses Toolkit. The toolkit contained educational and outreach resources for business owners, employees, and other active community members who work on economic development across the state. The toolkit included Census talking points, sample email messages, facts on how the Census impacts local businesses, sample letters to the editor, and more. Additionally, the Subcommittee and the Media and Outreach team authored op-eds by local business leaders, and these were published in newspapers around the state.

Within the Economic Development Department, the Subcommittee sent emails to all departmental employees. The department also included a Census slide in all its webinars with local businesses across the state. Through these webinars, the Subcommittee was able to connect with businesses and community leaders in both English and Spanish in every county.

Local Businesses & 2020 Census Outreach

The Commission was able to partner with many local businesses during the campaign. Some, like Rude Boy Cookies, opted to make fliers about participating in the Census. These went out with 500 home-delivered orders of cookies and desserts at the peak of the campaign.



Flyer added to Rude Boy Cookies deliveries.

Charitable Funders Subcommittee

Chair: Allan Oliver Executive Director, Thornburg Foundation

The Charitable Funders Subcommittee provided charitable funding data to the Commission to assist with a statewide gap analysis on nonprofit coverage. NM Counts 2020, a funder collaborative, was established prior to the Commission and served as a key partner in the Subcommittee's work.

NM COUNTS 2020 FUNDERS GROUP



The NM Counts 2020 Census Funder Group began in 2018 and represented 23 local and national foundations. Through a two-year statewide outreach plan, its benchmark was to help ensure that all the people in New Mexico were counted in the 2020 Census, especially those in hardest-to-count communities. NM Counts 2020 promoted and supported the coordination of funding, resources, and efforts while also amplifying statewide and community-based partnerships.

Over the course of the Census, NM Counts 2020 raised \$1,273,925 and awarded \$881,500 to 83 core partners, nonprofit organizations, and tribal governments throughout the state. Grantees focused on turning out the count in traditionally hard-to-count areas and communities like those of Tribes and Pueblos, families with young children, Hispanics, African Americans, Asian Americans, immigrants, refugees, LGBTQIA individuals, rural households, and other underrepresented populations.

NM Counts 2020 was a key partner for the Commission. Efforts on both sides were well-coordinated to prevent overlap, and one of the co-chairs attended weekly Commission meetings to offer insights and identify gaps.

From this effort, notable accomplishments included:

- ▶ Funding Latino Decisions to conduct the first-ever statewide polling research to determine the most effective messages to encourage participation in the 2020 Census of New Mexico's populations
- ▶ Convening two statewide Census gatherings for over 400 multi-sector partners engaged in 2020 Census outreach
- ▶ Allocating \$157,427 for Census Rapid Response Grants to address unexpected policy and operational challenges that could affect participation in the Census
- ▶ Distributing 7,000 "Get Counted" Census face masks in English and Spanish for adults and children in hard-to-count communities through NM Counts 2020 tribal and nonprofit partners
- ▶ Co-hosting and supporting a Census Day of Action on Monday, September 14, 2020, with radio, television broadcast, and the distribution of Census Day of Action Checklist with the Commission and other partners

Children, Students, Youth, & Education Subcommittee

Chair: Katherine Avery, Strategic Outreach, Public Education Department

The aim of this Subcommittee was to increase the count of children and students in the 2020 Census. To accomplish this work, the Subcommittee partnered with and leveraged the communications platforms of the Children, Youth, and Families Department, the Public Education Department, and the Higher Education Department to increase awareness of the Census. The Subcommittee worked with these departments and other organizations to implement a wide variety of tactics. Its efforts included posting on social media, drafting op-eds, distributing Census promotional materials to schools, creating and sharing Census lesson plans for teachers, distributing virtual postcards, and more. In response to the pandemic, the Subcommittee partnered with the Children, Youth, and Families Department and the Public Education Department to distribute Census promotional materials and flyers in English and Spanish at remote meal sites for children and families.

In collaboration with the Commission Media and Outreach team, the Subcommittee created and shared a Back-to-School Toolkit for educators and school leaders. The toolkit included language for social media posts, talking points for educators about the importance of the Census, email messaging for school leaders to encourage all staff and families to complete the Census, presentation slides about the Census for teachers, and website banners for schools. The toolkit was shared both statewide through the New Mexico Association of Superintendents and broadly with the Subcommittee's network.

Data Analysis Subcommittee

Chair: Robert Rhatigan, State Demographer and Director, University of New Mexico Geospatial and Population Studies Program

The Data Analysis Subcommittee was established in early April 2020 to track response rates in New Mexico and its counties, cities, Tribes, and census tracts. The Subcommittee consulted with Complete Count Committees (CCCs) on response rates, Census geography, and other Census data to better help them form their outreach strategies. The Subcommittee also provided key updates on operational adjustments and those related to the Bureau's 2020 Census changes during the pandemic. This was particularly important with regard to the Update Leave operation.³⁷ The Subcommittee further reported on response rates and Census operational updates at each LCCC and State CCC meeting.

³⁷ New Mexico was disproportionately affected by the timeline adjustments to the Update Leave operation. About 18% of New Mexico households receive their Census IDs through this method, while only about 5% of the national population receives their Census IDs this way.

The Subcommittee met each week to review response rates and demographic data to determine where best to focus marketing, outreach, and on-the-ground efforts to improve the state's response rate. This was an invaluable resource for the statewide Media and Outreach campaign. The Subcommittee relied on the tools developed by the University of New Mexico Geospatial and Population Studies Program to track what was happening with the Census across the state and within counties and census tracts.

UNIVERSITY OF NEW MEXICO GEOSPATIAL AND POPULATION STUDIES PROGRAM

The Geospatial and Population Studies Program of the University of New Mexico created several online tools that CCCs could access to understand how response rates were shifting in their areas.

The Community-Based Organization Funding Map was an interactive map of the total funding granted to community-based organizations in New Mexico by county. This was not the total funding by county; it included only the funding granted to community-based organizations and nonprofits so that the Commission and its partners could identify gaps in funding.³⁸

The 2020 Response Rates Map of New Mexico was used to assess counties' self-response rates over time. It also provided data on Update Leave and the number of households per county.³⁹

The Area of Census Operations Map was a map of the U.S. Census Bureau offices in New Mexico and the areas that they covered. This map was especially critical when the U.S. Census Bureau offices were opening at different times. The Commission and CCCs were able to use this map to see which areas were open so that they could adjust their outreach accordingly.⁴⁰

38 "Community-Based Organizations Funding Map: gpsunm.maps.arcgis.com/apps/Style/index.html?appid=dab2fd0e4f524455bd6ec5e8ad177e8b

39 Response Rates Map of New Mexico: gps-unm.shinyapps.io/selfresponseratecounty2020/

40 Area of Census Operations Map: gpsunm.maps.arcgis.com/apps/View/index.html?appid=db586683a9724a16a65b1c9b6691d7d8

Healthcare Outreach Subcommittee

Chair: Pamela K. Blackwell, Policy & Member Services Director, New Mexico Hospital Association

The Healthcare Outreach Subcommittee relied on its extensive health network to promote the 2020 Census. Throughout its messaging, the Subcommittee connected the Census to everyone's need for healthcare services. The Subcommittee leveraged its relationships with the New Mexico Department of Health, New Mexico Human Resources Department, Managed Care Organizations, hospitals, nursing organizations, and other healthcare providers across the state. The Subcommittee encouraged health agencies to update their social media platforms with information about the Census and to send newsletters to their networks. It also partnered with the Human Services Department to send a Census-related text message to residents.



Postcard created for the Healthcare Toolkit.

Additionally, the Subcommittee worked with the Commission Media and Outreach team to create a Healthcare Toolkit. The toolkit contained educational and outreach resources for healthcare facilities, physicians, care organizations, and other community members who worked in healthcare across the state. These materials were used to create awareness and activate residents to participate in the 2020 Census. The toolkit included talking points, messaging for newsletters, digital banners, postcards, stickers, and more.

Local & Community Complete Count Committees Subcommittee

Chair: Steve Kopelman, Executive Director, New Mexico Association of Counties

The Local & Community Complete Count Committees Subcommittee connected with all 33 counties on a regular basis to provide assistance with Census outreach efforts. The Subcommittee educated the counties about the importance of the Census; connected them with toolkits and resources provided by the Commission; created and distributed a toolkit for counties regarding grant reporting and spending, FAQs, event ideas, and talking points to support Census outreach activities; provided ideas when counties needed to pivot their strategies due to COVID-19 restrictions; helped counties with new resources when struggling to spend funds; shared Census updates and county activities on the New Mexico Counties on Facebook and Twitter, in weekly news briefs, and on the website; shared Census information with New Mexico Municipal League; sent toolkit to the Acequia Association for distribution and outreach; informed and updated county managers on their regularly scheduled conference calls; and provided county detention administrators with Census reporting steps and cooperation with the U.S. Census Bureau.

Media & Messaging Subcommittee

Chair: William Burt, New Mexico State Senator (District 33), New Mexico Senate

The Media & Messaging Subcommittee provided guidance to the Media and Outreach campaign, the activities of which are outlined in Section 6 of this report.

Minority & Underrepresented Communities Subcommittee

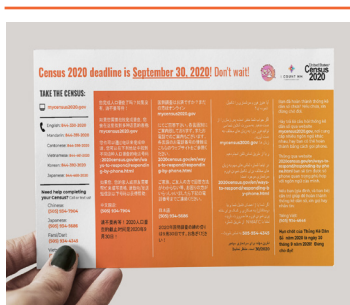
Chair: Marcela Diaz, Executive Director, Somos Un Pueblo Unido

The Minority & Underrepresented Communities Subcommittee members were from various state agencies and departments as well as nonprofits and groups across the state. At the outset of the pandemic, the Subcommittee authored the *Best Practices for Census Outreach to Hard-to-Count Minority, Vulnerable, and Underrepresented Communities guide*.⁴¹

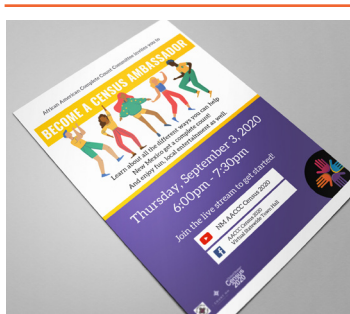
The Subcommittee worked with several nonprofits whose door-knocking and canvassing plans were offset when the stay-at-home order went into effect by pivoting to phone banking and other safe tactics. The Subcommittee also helped nonprofits conduct other outreach tactics, such as mailers, social media campaigns, and radio advertisements. All tactics and materials created were translated into Spanish, and some assets were also translated into Vietnamese. The Subcommittee consistently shared all outreach materials with its partners. Notably, the Subcommittee worked with the New Mexican Asian Family Association to implement phone banking for those who speak Asian languages.

To reach New Mexico's Veteran population, the Subcommittee worked with the Department of Veteran's Services to send out mailers and monthly newsletters, post on social media, and add a banner to the department's website. Additionally, the Subcommittee started phone banking to Veterans on April 30, 2020.

To reach New Mexico's African American population, the Subcommittee worked with the Office of African American Affairs (OAAA). The OAAA organized Census Sundays within the faith-based community to disseminate Census information to over 50 churches and their congregants. It also hosted monthly virtual town halls with multiple guests, including Representative Debra Haaland. The OAAA further assisted drive-through and food pantry events hosted by the faith-based community to hand out 300 bags of groceries that included Census flyers. Additionally, the OAAA partnered with many local organizations, such as



Postcard sent by the New Mexico Asian Family Center.



Flyer promoting the AACC Town Hall.

41 *Best Practices for Census Outreach to Hard-to-Count Minority, Vulnerable, and Underrepresented Communities*: <https://www.icountnm.gov/wp-content/uploads/2020/03/HTC-Best-Practices-Toolkit.pdf>

Divine 9 Greek Organizations, the Black Student Union, and the National Society of Black Engineers, to disseminate Census information to all their members.

The Subcommittee also worked with the New Mexico Aging and Long-Term Services Department to reach the state's elderly population. These efforts included distributing Census flyers to senior centers.

Finally, the Subcommittee worked with the New Mexico Coalition to End Homelessness to help count those experiencing homelessness.

Rural Communities Outreach Subcommittee

Chair: Jason New, Marketing and Development Division Director, New Mexico Department of Agriculture

The Rural Communities Outreach Subcommittee worked closely with the New Mexico Department of Agriculture and industry members to promote the 2020 Census. Industry members included the Dairy Producers of New Mexico, New Mexico Beef Council, New Mexico Chile Association, New Mexico Farm & Livestock Bureau, New Mexico Onion Commission, and more. Through these connections, the Subcommittee effectively reached rural and agricultural communities in New Mexico.

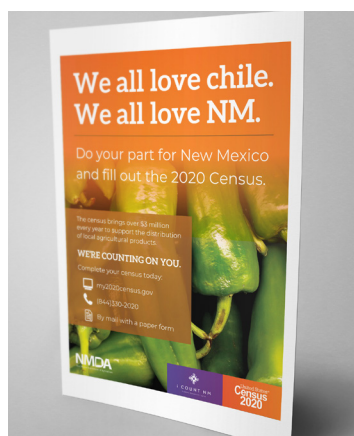
Additionally, the Rural Communities Outreach Subcommittee shared Census messaging and information via the New Mexico Department of Agriculture website, social media platforms (i.e., Facebook, Instagram, and Twitter), and email. This information was provided in both English and Spanish. The Subcommittee worked with the Media and Outreach team to create a series of bilingual posters that incorporated Census messaging with regard to its effect on agriculture and rural communities. These posters were distributed to agriculture businesses across the state. A flyer in Diné was also shared via email with the New Mexico Farmers' Marketing Association.

Social media outreach was the Subcommittee's most effective strategy; it received over 60,000 engagements on both the New Mexico Department of Agriculture and Taste the Tradition platforms.

Tribal Representatives Subcommittee

Chair: Jaime Gloshey, Project Manager, Roanhorse Consulting, and Co-Founder, Native Women Lead

The Tribal Representatives Subcommittee developed the overall strategy and work plan to increase outreach to Native American communities throughout New Mexico. The Subcommittee identified benchmarks, challenges, barriers, and potential solutions while simultaneously aligning



NMDA poster distributed to agriculture businesses across the state.

with the Bureau's timeline and phased outreach approach to increase response rates among the Native American population in New Mexico. Additionally, with a focus on hard-to-count areas and populations, it promoted and advertised the Census, supported and worked with LCCCs, and helped guide the disbursement of Census resources to all communities.

Throughout the Census campaign, the Subcommittee successfully increased awareness of the challenges and barriers faced by Native American communities with regard to COVID-19. The Subcommittee communicated and documented the inequities experienced by Native American communities and coordinated with key stakeholders to mobilize and implement outreach efforts that took into account the communities' needs and existing inequities. The Subcommittee also supported and coordinated with local governments and community-based organizations that were promoting the Census in their communities.

Native American Pueblos and communities were gravely affected by the COVID-19 pandemic, which exacerbated the challenges and barriers previously identified by the Subcommittee. In response to the pandemic, the Subcommittee changed many of its planned strategies. The Subcommittee shifted to phone banking with organizations and LCCCs, encouraged entities to do literature drops through various outlets, such as school lunch pickups, food box deliveries, and prescription pickups, and merged Census outreach efforts with existing COVID-19 relief efforts. Census flyers and promotional materials were distributed at drive-through events and food box and personal protective equipment distribution sites. In terms of social media, the Subcommittee increased its digital content, virtual events, and postings to raise awareness and educate the Native American population about the Census.

The Subcommittee also supported TCCCs in the use of newspapers, op-eds, and radio, television, and digital advertising. By leveraging significant earned media opportunities both locally and nationally, the Tribal Representatives Subcommittee, the New Mexico Native American Census Coalition, and other key partners appeared on *Native American Calling*, KUNM, and KSFR and in the *Navajo Times*, *Rio Grande Sun*, *High Country News*, *Associated Press News*, *Indian Country Today*, and the *Santa Fe New Mexican*. The Subcommittee relied on the voices of trusted messengers of various ages, from numerous organizations, and in diverse leadership roles. Additionally, videos were created in multiple Native American languages and shared via various channels to encourage participation among all Pueblos.

Broadband, Internet, and technology access is an issue for many rural communities. In response, the Subcommittee mapped Internet access

points, distributed Wi-Fi boosters, and distributed laptops and tablets to tribal communities to help residents complete their Census forms. The Subcommittee also organized mobile questionnaire assistance events where residents could obtain assistance with the Census process. Additionally, it used geofencing technology to offer incentives and reach key hard-to-count communities.

NEW MEXICO NATIVE CENSUS COALITION



The New Mexico Native Census Coalition was a collaboration of Tribes, tribal organizations, Native American businesses, and nonprofits that worked together toward an accurate 2020 Census count of Indigenous people in New Mexico. The coalition was overseen by the Native American Voter Alliance Education Project, which has a long history of engaging the Native American population through integrated grassroots voter engagement strategies. The Native American Voter Alliance Education Project received funding from the NM Counts 2020 Funders Group to help solidify its Census efforts through the historic partnership of Tribes, tribal organizations, nonprofits, schools, businesses, healthcare organizations, state agencies, and urban Indian nonprofits.

The coalition was instrumental in drafting messaging that was relevant to tribal communities, raising awareness around the challenges and barriers faced by tribal communities, and communicating about the inequities exacerbated by COVID-19. The coalition worked with partners and the communications consultant KB Consulting to create and

implement a Native-led and focused media plan and content. It also increased the engagement and participation of Tribes, tribal leaders, governments, and CCCs to boost response rates.

The coalition created and maintained a website that contained all relevant resources and information for its tribal partners. The website further had a facility for tribal communities and nonprofits to request graphics and video content. Overall, the coalition produced and shared over 24 videos with trusted messengers such as Representative Debra Haaland.

STATE GOVERNMENT PARTNERSHIPS

In addition to legislative funds for Census outreach and awareness, state departments and agencies were helpful partners throughout the campaign.

State Departments and State-Affiliated Organizations

Over 40 state departments and agencies worked with the Commission to promote the 2020 Census. Most departments focused on digital outreach, especially when they were forced to shift strategy amidst the public health crisis. Their efforts included embedding website pop-ups and digital widgets with Census messaging and adding Census information to email signature lines. State organizations also sent emails encouraging Census participation to their employees and external listservs. Additionally, many state department officials shared Census slides in webinars and virtual meetings. Nearly every state department and state-affiliated partner posted Census graphics and messaging on their social media channels.

Organizations like the Department of Public Safety, the Higher Education Department, and the Office of African American Affairs (OAAA) produced and shared videos to inform their audiences about the importance of the Census. The Commission for the Deaf and Hard of Hearing produced a vlog in American Sign Language and with captions for residents who are deaf or hard of hearing to learn about and participate in the 2020 Census. The Public Education Department and the Higher Education Department utilized digital toolkits with messaging and specially designed materials and recruited trusted messengers to encourage Census participation.

Many state departments also collaborated with partner organizations to expand their reach. The Human Services Department connected the Commission with managed care organizations, Presbyterian Healthcare Services, Blue Cross and Blue Shield of New Mexico, and Molina HealthCare of New Mexico.⁴² The Economic Development Department shared printed and digital messaging about the Census with mainstreet businesses, the Job Training Incentive Program, and the New Mexico Film Office. The Higher Education Department worked with the New Mexico Native Census Coalition to reach out to tribal colleges. The Higher Education Department also worked directly with college students to write Census op-eds, hosted student video contests, and promoted Census job opportunities to the student population. The General Services Department connected the Commission with the Hispanic Chamber of Commerce, the African American Chamber of Commerce, and the Native American Chamber

⁴² More information is provided about this partnership in the Healthcare Agencies portion of this section.

of Commerce. The Children, Youth and Families Department shared computers with the OAAA, Valencia County, and placed kiosks in hard-to-count communities for residents to fill out their Census forms.

Beyond digital outreach through websites, emails, videos, virtual meetings, and digital toolkits, the state departments also utilized phone strategies such as Census phone hold messages, phone banking, text messages, and speaking about the Census on outbound and inbound phone calls. Many state departments shared their contact lists and dedicated staff to participate in the statewide phone banking effort.

STATE EMPLOYEES AND PHONE BANKING



Phone banking was added to the Census campaign in March 2020. It was a joint effort by the Office of the Governor, the Commission, and the NM Counts 2020 Funders Group. Phone banking allowed for longer conversations with New Mexican residents with activating messaging and the ability to answer any questions or concerns about participation in the 2020 Census. The phone banking efforts included calls to both cell phones and landlines.

Over 80 New Mexico state employees from multiple agencies spent parts of their workdays making calls to New Mexican residents to remind

them to complete their 2020 Census forms. In addition to talking to residents about the Census, they were also able to transfer them directly to the Bureau so that they could complete their Census forms on the spot.

The effort had significant benefits for New Mexico. In total, phone bankers talked to over 63,000 residents and transferred over 1,300 households to the Bureau to complete their Census forms. For every person counted in the 2020 Census, New Mexico received over \$3,700 in federal funding.

While state organizations relied heavily on digital mechanisms and phone outreach, some also used print materials and one-to-one interactions to increase Census response rates. Many agencies shared Census information via printed flyers, letters, mailer attachments, posters, and bookmarks. The Human Services Department and EXPO New Mexico also used printed outdoor signs at food bank sites throughout the state and at the EXPO

New Mexico parking lot.⁴³ Departments like the Early Childhood Education & Care Department and the Public Education Department encouraged Census participation directly with families through home visitors, virtual training, and town hall events. The OAAA similarly hosted virtual Census convenings like Census Sundays and the Food Giveaway initiative. The Department of Indian Affairs conducted door-to-door canvassing prior to the pandemic in rural and urban Native communities to increase their Census response rates.

Healthcare Agencies

The Human Services Department, the Department of Health, and the Healthcare Outreach Subcommittee connected the Commission with 25 managed care organizations, hospitals, and community health organizations as partners to promote the Census. With support from these agencies, the Commission created a Healthcare Toolkit, which contained email and newsletter messaging, digital inserts, social media posts, and printable posters, flyers, postcards, and other materials for healthcare agencies and hospitals to use to share information about the Census. Many of these health institutions included website inserts on their internal and external websites, sent Census newsletters, inserted Census email signatures, and posted to their social media channels.

The Department of Health also displayed Census posters, banners, and yard signs at COVID-19 testing sites in both English and Spanish. It further sent a Census text message to residents who had received a negative COVID-19 test result.



Department of Health COVID-19 Drive Up Testing Sign

⁴³ During the pandemic, there was an increased need for food distribution sites. Food distribution sites became more common and were an opportunity to reach some of New Mexico's hardest-to-count residents.

APPENDIX A: 2030 CENSUS RECOMMENDATIONS REPORT

Below are the compiled recommendations from the Complete Count Committees, state agencies, nonprofits, and other Census partners. A full version of this report that elaborates on each of these recommendations is available at: www.nmdfa.state.nm.us.

1. Start early.

- a. Provide early support and financial investments.
- b. Build coalitions and partnerships in preparation for Census outreach.
- c. Develop a state-tribal partnership and plan.

2. Invest in accurate addresses.

- a. Fund the Local Update of Census Addresses (LUCA) program.
- b. Invest in an improved state address file.

3. Address internet access and computer literacy issues.

- a. Prepare for more reliance on online participation from the Bureau.
- b. Increase broadband access.
- c. Support computer literacy programs.

4. Create a core campaign and resource infrastructure.

- a. Conduct statewide message testing.
- b. Develop one statewide campaign for all Census outreach.
- c. Establish Complete Count Committees and provide guidelines and professional training.
- d. Create and share recommended outreach plans and materials.
- e. Stay connected and informed.

5. Use community-centered outreach strategies to educate residents.

- a. Use trusted messengers.
- b. Leverage established community-based partnerships.
- c. Educate the public about the Census on an ongoing basis.

6. Encourage cross-sector and multi-county partnerships.

- a. Leverage cross-sector partnerships on the state and local levels.
- b. Develop multi-county strategies.

7. Cultivate positive relationships with Bureau staff at all levels.

- a. Help promote hiring local Census Enumerators.
- b. Meet regularly with Bureau staff.

APPENDIX B: LEGISLATIVE FUNDS BREAKDOWN

2020 CENSUS - DISTRIBUTION OF STATE OUTREACH FUNDING	
33 COUNTIES	\$4,800,006.00
22 TRIBES	\$800,000.00
PAID MEDIA CAMPAIGN	\$2,996,112.2
PRODUCTION & OUTREACH SUPPORT	\$754,204.75
WEB & SOCIAL MEDIA	\$349,580.00
STATE DEMOGRAPHER	\$120,960.00
CONTINGENCY FUNDS	\$64,380.00
STATE AGENCIES	\$383,906.00
COMMUNITY-BASED ORGANIZATIONS	\$950,418.00
OPERATING FUNDS	\$235,883.00

COUNTY CENSUS ALLOCATED AND EXPENDED FUNDS					
	APPROPRIATION 1 ALLOCATION	APPROPRIATION 2 ALLOCATION	COMBINED APPROPRIATIONS	TOTAL EXPENDED	TOTAL REVERSION
BERNALILLO COUNTY	\$ 594,344.97	\$ 594,344.97	\$1,188,689.94	\$ 1,188,689.94	\$ -
CATRON COUNTY	\$ 13,843.38	\$ 13,843.38	\$ 27,686.76	\$ 14,196.80	\$ 13,489.96
CHAVES COUNTY	\$ 59,841.41	\$ 59,841.41	\$ 119,682.82	\$ 119,682.82	\$ -
CIBOLA COUNTY	\$ 44,300.42	\$ 44,300.42	\$ 88,600.84	\$ 88,600.84	\$ -
COLFAX COUNTY	\$ 16,188.73	\$ 16,188.73	\$ 32,377.46	\$ 22,879.23	\$ 9,498.23
CURRY COUNTY	\$ 62,939.94	\$ 62,939.94	\$ 125,879.88	\$ 125,879.88	\$ -
DE BACA COUNTY	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	\$ 14,242.01	\$ 5,757.99
DOÑA ANA COUNTY	\$ 256,101.77	\$ 256,101.77	\$ 512,203.54	\$ 376,203.54	\$ 136,000.00
EDDY COUNTY	\$ 69,730.20	\$ 69,730.20	\$ 139,460.40	\$ 139,460.40	\$ -
GRANT COUNTY	\$ 30,569.15	\$ 30,569.15	\$ 61,138.30	\$ 61,138.30	\$ -

GUADALUPE COUNTY	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	\$ 14,366.94	\$ 5,633.06
HARDING COUNTY	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	\$ 12,012.57	\$ 7,987.43
HIDALGO COUNTY	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	\$ 18,998.62	\$ 1,001.38
LEA COUNTY	\$ 69,436.66	\$ 69,436.66	\$ 138,873.32	\$ 138,873.32	\$ -
LINCOLN COUNTY	\$ 26,564.89	\$ 26,564.89	\$ 53,129.78	\$ 53,129.78	\$ -
LOS ALAMOS COUNTY	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	\$ 10,559.58	\$ 9,440.42
LUNA COUNTY	\$ 23,171.77	\$ 23,171.77	\$ 46,343.54	\$ 46,343.54	\$ -
MCKINLEY COUNTY	\$ 105,119.62	\$ 105,119.62	\$ 210,239.24	\$ 185,594.27	\$ 24,644.97
MORA COUNTY	\$ 10,000.0	\$ 10,000.0	\$ 20,000.00	\$ 16,362.30	\$ 3,637.70
OTERO COUNTY	\$ 92,169.91	\$ 92,169.9	\$ 184,339.82	\$ 98,572.69	\$ 85,767.13
QUAY COUNTY	\$ 10,973.60	\$ 10,973.60	\$ 21,947.20	\$ 21,947.20	\$ -
RIO ARRIBA COUNTY	\$ 90,634.71	\$ 90,634.71	\$ 181,269.42	\$ 181,269.42	\$ -
ROOSEVELT COUNTY	\$ 21,074.57	\$ 21,074.57	\$ 42,149.14	\$ 42,149.14	\$ -
SANDOVAL COUNTY	\$ 151,134.87	\$ 151,134.87	\$ 302,269.74	\$ 214,023.51	\$ 88,246.23
SAN JUAN COUNTY	\$ 168,055.84	\$ 168,055.84	\$ 336,111.68	\$ 336,111.68	\$ -
SAN MIGUEL COUNTY	\$ 54,341.51	\$ 54,341.51	\$ 108,683.02	\$ 108,683.02	\$ -
SANTA FE COUNTY	\$ 137,924.08	\$ 137,924.08	\$ 275,848.16	\$ 273,578.38	\$ 2,269.78
SIERRA COUNTY	\$ 14,819.77	\$ 14,819.77	\$ 29,639.54	\$ 29,639.54	\$ -
SOCORRO COUNTY	\$ 35,232.19	\$ 35,232.19	\$ 70,464.38	\$ 70,464.38	\$ -
TAOS COUNTY	\$ 64,669.76	\$ 64,669.76	\$ 129,339.52	\$ 129,339.52	\$ -
TORRANCE COUNTY	\$ 24,219.53	\$ 24,219.53	\$ 48,439.06	\$ 48,439.06	\$ -
UNION COUNTY	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	\$ 20,000.00	\$ -
VALENCIA COUNTY	\$ 92,596.75	\$ 92,596.75	\$ 185,193.50	\$ 177,746.57	\$ 7,446.93
TOTAL	\$ 2,400,000	\$ 2,400,000	\$4,800,000.00	\$4,399,178.79	\$400,821.21

TRIBE AND PUEBLO CENSUS ALLOCATED AND EXPENDED FUNDS

NAME	APPROPRIATION 1 TO IAD \$400,000	APPROPRIATION 2 TO IAD \$400,000	COMBINED APPROPRIATION TO IAD \$800,000	TOTAL EXPENDED	TOTAL REVERSION
PUEBLO OF ISLETA	\$ 14,348.54	\$ 13,387.16	\$ 27,735.70	\$ 23,720.30	\$ 4,015.40
PUEBLO OF LAGUNA	\$ 14,528.08	\$ 13,527.00	\$ 28,055.08	\$ 28,055.08	\$ -
OHKAY OWINGEH	\$ 17,799.40	\$ 16,075.09	\$ 33,874.49	\$ 33,874.49	\$ -
PUEBLO OF SANDIA	\$ 16,094.95	\$ 14,747.47	\$ 30,842.42	\$ 30,842.42	\$ -
PUEBLO OF ZUNI	\$ 21,081.20	\$ 18,631.34	\$ 39,712.54	\$ 24,524.19	\$ 15,188.35
PUEBLO OF JEMEZ	\$ 12,377.13	\$ 11,851.58	\$ 24,228.71	\$ 15,009.80	\$ 9,218.91
PUEBLO OF SANTA ANA	\$ 10,814.91	\$ 10,634.75	\$ 21,449.66	\$ 21,449.66	\$ -
PUEBLO OF SAN FELIPE	\$ 14,728.60	\$ 13,683.19	\$ 28,411.79	\$ 28,411.79	\$ -
PUEBLO OF POJOAQUE	\$ 14,074.57	\$ -	\$ 14,074.57	\$ 14,074.57	\$ -
PUEBLO OF SAN ILDEFONSO	\$ 12,244.22	\$ 11,748.06	\$ 23,992.28	\$ 20,373.38	\$ 3,618.90
PUEBLO OF ACOMA	\$ 13,467.18	\$ 12,700.64	\$ 26,167.82	\$ 26,167.82	\$ -
PUEBLO OF NAMBE	\$ 11,908.46	\$ 11,486.53	\$ 23,394.99	\$ 23,394.99	\$ (0.00)
PUEBLO OF TAOS	\$ 15,920.08	\$ 14,611.25	\$ 30,531.33	\$ 30,531.33	\$ -
PUEBLO OF SANTO DOMINGO	\$ 13,897.37	\$ 13,035.73	\$ 26,933.10	\$ 26,933.10	\$ -
PUEBLO OF PICURIS	\$ 12,522.85	\$ -	\$ 12,522.85	\$ 12,522.85	\$ 0.00
PUEBLO OF TESUQUE	\$ 11,134.35	\$ 10,883.57	\$ 22,017.92	\$ 16,037.74	\$ 5,980.18
PUEBLO OF ZIA	\$ 11,158.83	\$ 10,902.64	\$ 22,061.47	\$ 22,061.47	\$ -
PUEBLO OF SANTA CLARA	\$ 23,827.90	\$ 20,770.79	\$ 44,598.69	\$ 24,345.05	\$ 20,253.64
PUEBLO OF COCHITI	\$ 12,126.47	\$ -	\$ 12,126.47	\$ -	\$ 12,126.47
MESCALERO APACHE TRIBE	\$ 14,318.23	\$ 13,363.55	\$ 27,681.78	\$ 12,045.04	\$ 15,636.74
JICARILLA APACHE NATION	\$ 13,750.47	\$ 12,921.31	\$ 26,671.78	\$ 11,492.48	\$ 15,179.30
INDIAN AFFAIRS DEPARTMENT	\$ 97,876.21	\$ 155,038.35	\$ 252,914.56	\$ 211,896.85	\$ 41,017.71
TOTAL	\$ 400,000.00	\$ 400,000.00	\$ 800,000.00	\$ 657,764.40	\$ 142,235.60

APPENDIX C: CENSUS TOOLKITS CREATED BY THE COMMISSION

Throughout the Census campaign, the Commission's creative and communications partner, MediaDesk, collaborated with different sectors and entities to create Census toolkits. These toolkits contained resources for anyone conducting Census outreach in New Mexico. Sector-specific toolkits were developed to provide different sectors with the Census materials and information they would need to help facilitate the participation of every New Mexico resident in the 2020 Census..

2020 Census Ambassador Toolkit

The Census Ambassador Toolkit was the final toolkit created for the Census campaign. The toolkit was created in partnership with NM Counts 2020 and the Commission. The toolkit contained simple actions for individuals to become Census ambassadors, talking points, flyers, social media posts, and more. This toolkit was a live document and was consistently updated during the final months of the Census campaign. To view the Ambassador Toolkit, visit icountnm.gov/resources.

2020 Census Toolkit

The 2020 Census Toolkit was created in early 2020. The toolkit contained generic Census information for all to use, such as talking points, a Census 101 sheet, sample text messages, sample employee email messages, and the Best Practices for Census Outreach to Hard-to-Count Minority, Vulnerable, and Underrepresented Communities guide. The toolkit was shared with partners electronically.

Back-to-School Toolkit

The Back-to-School Toolkit was created in collaboration with the Public Education Department to provide resources for school leaders, parents, and guardians. The toolkit emphasized the importance of the Census for schools and students. The toolkit contained social media posts, talking points for educators, Census messaging for school leaders, families, and staff members, Census graphics for remote learning, and website banners.

Business Toolkit

The Business Toolkit contained Census educational and outreach resources for business owners, employees, and other active community members who worked in economic development across the state. The materials were created to raise awareness about and activate residents to participate in the 2020 Census.

Census Outreach Alternatives during COVID-19 Toolkit

In response to the pandemic and the Governor's mandate to cancel large events, the Census Outreach Alternative during COVID-19 Toolkit was created to help organizations and entities re-strategize their Census outreach efforts. The proposed alternatives consisted of remote phone banking, text messaging chains, increased social media activity, and the distribution of Census material at various sites. The toolkit also suggested alternatives for organizations whose events had been canceled or postponed.

Faith-Based Toolkit

The Faith-Based Toolkit was a resource created for faith leaders, active faith community members, and any religiously affiliated person conducting Census outreach. It contained Census messaging tips for worship leaders, prayer insertions, bulletin blurbs, homily tips, and ideas on alternative forms of outreach.

Healthcare Toolkit

The Healthcare Toolkit contained Census educational and outreach resources for healthcare facilities, physicians, managed care organizations, members of care organizations, and other active community members who worked in healthcare across the state. These materials were used in facilities to create awareness and activate residents to participate in the 2020 Census.

Nonprofit Toolkit

The Nonprofit Toolkit consisted of multiple assets that nonprofits could download and print. The toolkit contained postcards, posters, and flyers in English and Spanish. The toolkit was shared electronically with the Commission's nonprofit partners.

Spanish-Language Toolkit

The Spanish-Language Toolkit was a translated version of the 2020 Census Toolkit. All materials were translated into Spanish. This toolkit was highly requested by multiple nonprofit and state partners.

Vietnamese-Language Toolkit

The Vietnamese-Language Toolkit was a translated version of the 2020 Census Toolkit. All materials were translated into Vietnamese.

APPENDIX D: STATEWIDE MEDIA PLAN

D 1. Broadcast Television Stations

BROADCAST TELEVISION	MARKET	LANGUAGE
KRQE 13 (CBS)	ABQ DMA	ENG
KOAT 7 (ABC)	ABQ DMA	ENG
KOB 4 (NBC)	ABQ DMA	ENG
KWBQ (CW)	ABQ DMA	ENG
TELEMUNDO	ABQ DMA	SPAN
KLUZ (UNIVISION)	ABQ DMA	SPAN
KVIA (ABC)	EL PASO/DONA ANA	ENG
KTSM (NBC)	EL PASO/DONA ANA	ENG
KFOX (FOX)	EL PASO/DONA ANA	ENG
KREZ	FOUR CORNERS	ENG
KBIM	SE NM	ENG
KOB-R	SE NM	ENG

D 2. Cable Television Breakdown

CITY	LANGUAGE
ABQ (COMCAST-ALL ZONES)	ENG
RIO RANCHO	ENG
LAS CRUCES (SPECTRUM)	ENG
GRANTS (COMCAST)	ENG
SANTA FE - LOS ALAMOS (COMCAST)	ENG

D 3. Broadcast Radio Stations by County

BROADCAST RADIO	AREA	LANGUAGE
CUMULUS TRAFFIC	BERNALILLO, VALENCIA, SANDOVAL, TORRANCE	ENG
HEART TRAFFIC	BERNALILLO, VALENCIA, SANDOVAL, TORRANCE	ENG
KJFA-FM (AGM)	BERNALILLO, VALENCIA, SANDOVAL, TORRANCE	SPAN

KRZY-FM (UNIVISION)	BERNALILLO, VALENCIA, SANDOVAL, TORRANCE	SPAN
KSCQ-FM (SKYWEST)	GRANT (SC)	ENG
KNFT-FM (SKYWEST)	GRANT (SC)	ENG
KMOU-FM (MAJESTIC)	CHAVES (ROSWELL)	ENG
KBCQ-FM (MAJESTIC)	CHAVES (ROSWELL)	ENG
KZDB-FM (MAJESTIC)	CHAVES (ROSWELL)	ENG
KDSK-FM	CIBOLA (GRANTS)	ENG
KMNE-AM	CIBOLA (GRANTS)	ENG
KNMF-FM (LMNOC)	COLFAX, UNION, MORA, SAN MIGUEL	
KCLV-FM	CURRY (CLOVIS)	ENG
KTQM-FM	CURRY (CLOVIS)	ENG
MIX 107.5 (Rooney Moon)	DE BACA, CURRY, ROOSEVELT	ENG
KSEL-FM (Rooney Moon)	DE BACA, CURRY, ROOSEVELT	ENG
KNMX-FM	SAN MIGUEL, HARDING, UNION	ENG
KBQL-FM	GUADALUPE, SAN MIGUEL, HARDING	ENG
KMVR-FM (BRAVO MIC)	DONA ANA (LAS CRUCES)	ENG
KVLC-FM (BRAVO MIC)	DONA ANA (LAS CRUCES)	ENG
KGRT-FM (ADAMS)	DONA ANA (LAS CRUCES)	ENG
LA EQUIS (BRAVO MIC)	DONA ANA (LAS CRUCES)	SPAN
KDCY-FM (CARLSBAD RADIO)	EDDY	ENG
KTAK-FM (CARLSBAD RADIO)	EDDY	ENG
KTZA-FM (PECOS VALLEY)	EDDY	ENG
KTNM-AM (MAJESTIC)	QUAY	ENG
KQAY-FM (MAJESTIC)	QUAY	ENG
KPSA-FM (SKYWEST)	HIDALGO	ENG
KIXN-FM (NOALMARK)	LEA	ENG

KZOR-FM (NOALMARK)	LEA	ENG
KYEE-FM (BURT)	OTERO	ENG
KZZX-FM (BURT)	OTERO	ENG
COOL HITS (BURT)	OTERO	
KINN-AM (BURT)	OTERO	ENG
KWES-FM (WALTON)	LINCOLN	ENG
KBUY-FM (WALTON)	LINCOLN	SPAN
KCHS-AM/FM	SIERRA	ENG
KBAC-FM (HUTTON)	SANTA FE	ENG
KBLU-FM (HUTTON)	SANTA FE	ENG
OUTLAW COUNTRY (HUTTON)	SANTA FE	ENG
KSWV-FM	SANTA FE COUNTY, RIO ARRIBA, LOS ALAMOS	ENG
KKIT-FM (LMNOC)	LOS ALAMOS, TAOS, RIO ARRIBA	ENG
KXML-FM (LMNOC)	LOS ALAMOS, TAOS, RIO ARRIBA	ENG
KKTC-FM (LMNOC)	LOS ALAMOS, TAOS, RIO ARRIBA	ENG
KNCE-FM	TAOS	ENG
KYBR-FM	RIO ARRIBA	ENG
KDCE-FM	RIO ARRIBA	ENG/SPAN
KGLX-FM (iHeart Media)	MCKINLEY	ENG
KXTC-FM (iHeart Media)	MCKINLEY	ENG
KFMQ-FM (iHeart Media)	MCKINLEY	ENG
KGAK-AM	MCKINLEY	NAVAJO
MILLENIU BROADCASTING	MCKINLEY	NAVAJO
KNDN-FM	SAN JUAN	NAVAJO
KISZ-FM	SAN JUAN	ENG
KAZX, KDAG, KKFG (iHeart Media)	SAN JUAN	ENG

KLMX-FM	UNION	ENG
KDEM-FM	LUNA	ENG
KOTS-AM	LUNA	ENG
KKMG	BERNALILLO	ENG
KTAL	DONA ANA	

D 4. Billboards by County

TYPE	LOCATION	MARKET/COUNTY
BULLETIN	I-40/COMMERCIAL	ABQ METRO
BULLETIN	I-25/SAN MATEO	ABQ METRO
DIGITAL BOARD	UNSER/WELLSPRING	RR/SANDOVAL
BULLETIN	MORIARTY	TORRANCE
BULLETIN	SOUTH VALLEY	ABQ METRO
BULLETIN	I 25 E/L.29NMP061	T OR C
BULLETIN	I-40 N/L .79WMP082	GRANTS
BULLETIN	US 550 W/L.87SMP	ABQ
BULLETIN	US 54 W/L.5SMP074	ALAMOGORDO
BULLETIN	US 54 E/L.6NMP078	TULAROSA
BULLETIN	US 70 S/L. 81EMP268	RUIDOSO
BULLETIN	US 285 W/L.50SMP113	ROSWELL/ARTESIA
DIGITAL BOARD	1640 S.SOLANO(S.FACE)	LAS CRUCES
BULLETIN	I 25 I-25 NM E/L.49NMP196	ALBUQUERQUE
BULLETIN	1-25 .9MI N/O US 70	LAS CRUCES
BULLETIN	HWY 516 FARMINGTON/ L.80SMP012 MP11.20	FARMINGTON
BULLETIN	I 10 N/L.70WMP023 MP 002.30	LORDBURG
BULLETIN	I 10 N/L.4WMP87 MP 86.60	DEMING
BULLETIN	I 25 E/L. 15NMP147 MP#147.15(5)	SOCORRO
BULLETIN	US 180 SILVER CITY N /L.60WMP115 #114.40	SILVER CITY

BULLETIN	I40 S/L MM277.88, SANTAROSA	SANTA ROSA
BULLETIN	I25 E/L.11NMP386 MP386.11	RATON
DIGITAL BOARD	2001 E. LOHMAN	LAS CRUCES
DIGITAL BOARD	3231 N. MAIN	LAS CRUCES
BULLETIN	506 PECOS HWY	LOVING
BULLETIN	HWY 60/84	FORT SUMNER
DIGITAL BOARD	I-40, . 12 WMP	SANTA ROSA

D 5. Newspaper Outlets by County

OUTLET	MARKET/COUNTY
ALAMOGORDO DAILY NEWS	LAS CRUCES/CENTRAL SOUTHERN NM
ALBUQUERQUE BUSINESS FIRST	ALBUQUERQUE METRO
ALBUQUERQUE JOURNAL	ALBUQUERQUE METRO
ARTESIA DAILY PRESS	CARLSBAD/EASTERN NM
CARLSBAD CURRENT ARGUS	CARLSBAD/EASTERN NM
CATRON COURIER	CATRON, NM
CHAMA VALLEY TIMES	CHAMA VALLEY, NM
CIBOLA COUNTY CITIZEN	ALBUQUERQUE METRO
CLOVIS LIVESTOCK MARKET NEWS	EASTERN NM CENTRAL
DE BACA COUNTY NEWS	EASTERN NM CENTRAL
DEMING HEADLIGHT	LAS CRUCES/CENTRAL SOUTHERN NM
EASTERN NEW MEXICO NEWS	EASTERN NM CENTRAL
EDGEWOOD INDEPENDENT (TAB)	ALBUQUERQUE METRO
EL DEFENSOR CHIEFTAIN	ALBUQUERQUE METRO
FARMINGTON DAILY TIMES	FOUR CORNERS
GALLUP INDEPENDENT	FOUR CORNERS
GALLUP SUN (TAB)	FOUR CORNERS
GUADALUPE COUNTY COMMUNICATOR	EASTERN NM CENTRAL
HIDALGO COUNTY HERALD	SILVER CITY/SOUTHWEST NEW MEXICO

HOBBS NEWS-SUN	CARLSBAD/EASTERN NM
HOLOMAN HOLOGRAM	LAS CRUCES/CENTRAL SOUTHERN NM
JAL RECORD	CARLSBAD/EASTERN NM
JICARILLA CHIEFTAIN	JICARILLA
JOURNAL NORTH	SANTA FE/CENTRAL NORTHERN NM
LAS CRUCES BULLETIN (TAB)	LAS CRUCES/CENTRAL SOUTHERN NM
LAS CRUCES SUN NEWS	LAS CRUCES/CENTRAL SOUTHERN NM
LAS VEGAS OPTIC	EASTERN NEW MEXICO
LINCOLN COUNTY NEWS	RUIDOSO MOUNTAINS
LOS ALAMOS DAILY POST	SANTA FE/CENTRAL NORTHERN NM
LOS ALAMOS MONITOR	SANTA FE/CENTRAL NORTHERN NM
LOVINGTON LEADER	CARLSBAD/EASTERN NM
MOUNTAIN MONTHLY	CLOUDCROFT, NM
NEW MEXICO DAILY LOBO	ALBUQUERQUE METRO
PECOS SHOPPER	CARLSBAD/EASTERN NM
QUAY COUNTY-SUN	EASTERN NM CENTRAL
RATON WORLD JOURNAL	EASTERN NEW MEXICO
RIO GRANDE SUN	SANTA FE/CENTRAL NORTHERN NM
RIO RANCHO OBSERVER	ALBUQUERQUE METRO
ROSWELL DAILY RECORD	CARLSBAD/EASTERN NM
RUIDOSO NEWS	RUIDOSO MOUNTAINS
SAN JUAN SUN	FOUR CORNERS
SANTA FE NEW MEXICAN	SANTA FE/CENTRAL NORTHERN NM
SANTA FE REPORTER	SANTA FE/CENTRAL NORTHERN NM
SIERRA COUNTY SENTINEL	LAS CRUCES/CENTRAL SOUTHERN NM
THE WEEKLY ALIBI (DIGITAL ONLY 2 WEEKS)	ALBUQUERQUE METRO
UNION COUNTY LEADER	EASTERN NEW MEXICO
VALENCIA COUNTY NEWS-BULLETIN	ALBUQUERQUE METRO

APPENDIX E: COMMISSION NETWORK MEMBERS

E 1. Statewide Complete Count Commission Members

- ▶ Pam Coleman, Director for State Personnel Office
- ▶ Olivia Padilla-Jackson, Cabinet Secretary Department of Finance and Administration
- ▶ Robert Rhatigan, UNM Geospatial and Population Studies Program and State Demographer
- ▶ Maggie Toulouse Oliver, New Mexico Secretary of State
- ▶ Jeff Witte, Cabinet Secretary Department of Agriculture
- ▶ Ryan Stewart, Cabinet Secretary Public Education Department
- ▶ Kate O'Neill, Cabinet Secretary Higher Education Department
- ▶ David Scrase, Cabinet Secretary Human Services Department
- ▶ Bill McCamley, Cabinet Secretary Workforce Solutions Department
- ▶ Lynn Trujillo, Cabinet Secretary Indian Affairs Department
- ▶ Judy Griego, Cabinet Secretary Department of Veterans Services
- ▶ Kathy Kunkel, Cabinet Secretary Department of Health
- ▶ Katrina Hotrum-Lopez, Cabinet Secretary Aging and Long-Term Services Department
- ▶ Brian Blalock, Cabinet Secretary Children, Youth and Families Department
- ▶ William Scott Carreathers, Executive Director Office of African American Affairs
- ▶ Alicia Keyes, Cabinet Secretary Economic Development Department
- ▶ Vincent Martinez, Cabinet Secretary Department of Information Technology
- ▶ Tim Keller, Mayor of Albuquerque
- ▶ James Jimenez, New Mexico Voices for Children
- ▶ Ahtza Dawn Chavez (Dine, Cochiti, Zuni) Native American Voters Alliance
- ▶ Marcela Diaz, SOMOS UN PUEBLO UNIDO
- ▶ Kay Bounkeua, New Mexico Asian Family Center
- ▶ Jaime Gloshey, Diné, White Mountain Apache, Kiowa, Roanhorse Consulting
- ▶ Christina Campos, Guadalupe County Hospital

- ▶ Rob Black, New Mexico Association of Commerce and Industry
- ▶ Candace Beeke, Albuquerque Business First
- ▶ A.Terrie Rodriguez, New Mexico Alliance of Health Councils
- ▶ Oriana Sandoval, Center for Civic Policy
- ▶ Allan Oliver, 2020 Census Funders Group & Thornburg Foundation
- ▶ Kate Noble, New Mexico Early Childhood Development Partnership
- ▶ Victoria Cruz, New Mexico Coalition to End Homelessness
- ▶ Alvin Warren, W.K. Kellogg Foundation
- ▶ Steve Kopelman, New Mexico Association of Counties
- ▶ NM Representative Gail Armstrong, Catron, Socorro, and Valencia Counties
- ▶ NM Representative Susan Herrera, Rio Arriba, Taos, and Santa Fe Counties
- ▶ NM Senator Liz Stefanics, Santa Fe, Bernalillo, San Miguel, Lincoln, Valencia, and Torrance Counties
- ▶ NM Senator William Burt, Otero County
- ▶ Commissioner Manuel Sanchez, Doña Ana County
- ▶ U.S. Senator Tom Udall
- ▶ Congresswoman Xochitl Torres Small

E 2. Statewide Complete Count Commission Subcommittee Members

Business and Economic Development Subcommittee

- ▶ Chair: Ryan Eustice (Cabinet Secretary Alicia Keyes designee)
- ▶ Cabinet Secretary Alicia Keyes, Economic Development Department
- ▶ Rob Black, New Mexico Association of Commerce and Industry
- ▶ Candace Beeke, Albuquerque Business First

Charitable Funders Subcommittee

- ▶ Chair: Allan Oliver, 2020 Census Funders Group/Thornburg Foundation
- ▶ Robert Rhatigan, UNM Geospatial Population Studies Program
- ▶ Scott Hughes (State Demographer Robert Rhatigan designee)

Children, Youth, Student, Education Subcommittee

- ▶ Chair: Katherine Avery, PED
- ▶ James Jimenez, New Mexico Voices for Children
- ▶ Amber Wallin, New Mexico Voices for Children
- ▶ Kate Noble, New Mexico Early Childhood Development Partnership

- ▶ Cabinet Secretary - Ryan Stewart, Public Education Department
- ▶ Cabinet Secretary Kate O'Neill, Higher Education Department
- ▶ Deputy Cabinet Secretary Terry Locke (Cabinet Secretary Brian Blalock designee)
- ▶ Cabinet Secretary Brian Blalock, Children, Youth and Families Department
- ▶ Rebekka Burt - Director Community Engagement PED
- ▶ Rebecca Jones - Coordinator Community Engagement PED

Congressional Delegation Members

- ▶ Chair: U.S. Senator Tom Udall (honorary member)
- ▶ U.S. Congresswoman Xotchil Torres-Small
- ▶ U.S. Congresswoman Deb Haaland

Data Analysis Subcommittee

- ▶ Chair: Robert Rhatigan, UNM Geospatial and Population Studies Program and State Demographer
- ▶ Omar Flores, UNM Geospatial and Population Studies Program
- ▶ Nathan, Crouse, UNM Geospatial and Population Studies Program

Health Care Outreach Subcommittee

- ▶ Chair: Pamela Blackwell, NM Hospital Association
- ▶ Former Chair: A. Terrie Rodriguez, NM Alliance of Health Councils
- ▶ Cabinet Secretary Kathy Kunkel, Department of Health
- ▶ Deputy Cabinet Secretary Russell Toal (Cabinet Secretary David Scrase designee)
- ▶ Cabinet Secretary David Scrase, Human Services Department
- ▶ Cabinet Secretary Vincent Martinez, Department of Information Technology
- ▶ Garr Clarke (Cabinet Secretary Vincent Martinez designee)
- ▶ Cabinet Secretary Bill McCamley, Workforce Solutions Department (Ricky Serna)
- ▶ Ryan O'Connor - Human Services Division Project Manager
- ▶ Aryan Showers - Office of Policy and Accountability Director DOH

Legislators selected by House and Senate Leadership

- ▶ NM Representative Gail Armstrong - Catron, Socorro, Valencia (R)
- ▶ NM Representative Susan Herrera - Rio Arriba, Taos, Santa Fe (D)
- ▶ NM Senator Liz Stefanics - Santa Fe, Bernalillo, San Miguel, Lincoln, Valencia, Torrance (D)

- ▶ NM Senator William Burt - Otero County (R)

Local & Community Complete Count Committees Subcommittee

- ▶ Chair: Steve Kopelman, NM Association of Counties
- ▶ Oriana Sandoval, Center for Civic Policy
- ▶ Issac Padilla (Mayor Tim Keller designee)
- ▶ Mayor Tim Keller, City of Albuquerque
- ▶ Aeysea Webb (Executive Director Steve Kopelman designee)

Media & Messaging Subcommittee

- ▶ Chair: NM Senator Bill Burt - Otero County
- ▶ Allan Oliver, 2020 NM Counts/Thornburg Foundation
- ▶ Linda Cisneros (U.S. Representative Xotchil Torres-Small designee)
- ▶ Gabriel Sanchez, PhD, Latino Insights
- ▶ Cabinet Secretary Vincent Martinez, Department of Information Technology
- ▶ Garr Clarke (Cabinet Secretary Vincent Martinez designee)

Minority and Underrepresented Communities Subcommittee

- ▶ Chair: Marcela Diaz, Somos Un Pueblo Unido
- ▶ Kay Bounkeua, New Mexico Asian Family Center
- ▶ Victoria Cruz, New Mexico Coalition to End Homelessness
- ▶ Beverly Jordan (Executive Director William Carreathers designee)
- ▶ Executive Director William Carreathers, Office of African American Affairs
- ▶ Cabinet Secretary Judy Griego, Department of Veterans Services
- ▶ Dolores Gonzales (Cabinet Secretary - Katrina Hotrum-Lopez designee)
- ▶ Cabinet Secretary - Katrina Hotrum-Lopez, Aging and Long-Term Services Department
- ▶ Oriana Sandoval, Center for Civic Policy

Rural Communities Subcommittee

- ▶ Chair: Manuel Sanchez, Commissioner from Dona Ana County
- ▶ NM Representative Gail Armstrong - Catron, Socorro, Valencia (R)
- ▶ Christina Campos, Administrator of Guadalupe County Hospital in Santa Rosa, NM
- ▶ Tiffany Rivera (Cabinet Secretary Jeff Witte designee)
- ▶ Cabinet Secretary Jeff Witte, Department of Agriculture

Tribal Representatives Subcommittee

- ▶ Chair: Jaime Gloschay (Dine, White Mountain Apache, Kiowa)
- ▶ Cabinet Secretary Lynn Trujillo, Indian Affairs Department
- ▶ Ahtza Dawn Chavez (Dine, Cochiti, Zuni) Native American Voters Alliance
- ▶ Keegan King (Cabinet Secretary Lynn Trujillo designee)
- ▶ Alvin Warren (Santa Clara Pueblo) W.K. Kellogg Foundation

E 3. iCountNM Team

- ▶ Renee Ward, Department of Finance and Administration
- ▶ Robert Rhatigan, UNM Geospatial and Population Studies
- ▶ Ane Romero, Office of the Governor
- ▶ José Viramontes, MediaDesk
- ▶ Olivia Faust, MediaDesk
- ▶ Chris Schroeder, Real Time Solutions
- ▶ Paige Best, Department of Finance and Administration
- ▶ Emma Erickson-Kery, Department of Finance and Administration
- ▶ Ramya Gorantla, Department of Finance and Administration
- ▶ Ben Lopez, Department of Finance and Administration

E 4. Local Complete Count Committee Chairs

- ▶ Bernadette Miera, Bernalillo County
- ▶ Bill Green, Catron County
- ▶ Louis Jaramillo, Chaves County
- ▶ Anna Larson, Cibola County
- ▶ Mary Lou Kern, Colfax County
- ▶ Nicky Lovett, Curry County
- ▶ Amanda Lucero, De Baca County
- ▶ Patricia Biever, Dona Ana County
- ▶ Russel Doss, Eddy County
- ▶ Michael Larisch, Grant County
- ▶ Chantel Lovato, Guadalupe County
- ▶ Jennifer Baca, Harding County
- ▶ Miriam Jacquez, Hidalgo County
- ▶ Mike Gallagher, Lea County
- ▶ Craig Westbrook, Lincoln County

- ▶ Linda Matteson, Los Alamos County
- ▶ Bailey Sanchez, Luna County
- ▶ Lori A. Parra, McKinley County
- ▶ Joy Ansley, Mora County
- ▶ Michael Eshleman, Otero County
- ▶ Richard Primrose, Quay County
- ▶ Cristina Caltagirone, Rio Arriba County
- ▶ Johnny Montiel, Roosevelt County
- ▶ Makita Hill, Sandoval County
- ▶ Devin Neeley, San Juan County
- ▶ Dr. Vidal Martinez, San Miguel County
- ▶ Patricia Boies, Santa Fe County
- ▶ Bruce Swingle, Sierra County
- ▶ Michael A. Hawkes, Socorro County
- ▶ Brent Jaramillo, Taos County
- ▶ Wayne Johnson, Torrance County
- ▶ Angie Gonzales, Union County
- ▶ Gabriel Luna, Valencia County