

Albuquerque/Bernalillo County Complete Count Committee  
Time: **October 21, 2020 11:24 AM Mountain**

**1. Call to Order – 11:24am – James Povijua**

**2. Approval of Agenda**

- i. Motion: Nancy Lopez
- ii. Second: Jacob Vigil

**3. Approval of Minutes**

- i. Motion: Jeff Anderson
- ii. Second: Pamela Herndon

**4. Introduction -CBO's**

Pamela Herndon -NAACP and APS - AKA -Vicente Quevedo- Deputy OEI Director  
Tanya Campus Albuquerque APS/Jacob Vigil -NM Voice for Children/Jeff Anderson- APS  
Community School /Nancy Lopez UNM Complete council /Marya Jones – CNM  
Marketing Department Complete Count Committee Department/ Bernadette Miera  
Bernalillo County Special Projects Coordinate/ Bianca Encinias Historic Bridge South  
Valley Main Street/ Dawn Begay Office of Albuquerque of Equity Conclusion /Rosemarie  
Sanchez- Bernalillo County Parks, Recreation and Open Space.

**5. CENSUS Activity Debrief- Bernadette**

- i. Final Count- recap national response 67 % -state of nm 58.7% BC 71.4% goal 67.7% exceed by 4%. State of NM non response follow up 41.4 %; 433,000 household counted in non-response phase; Federal 99.9 %; NM ranked 48<sup>th</sup> this year, which includes the District of Columbia, Main, Nebraska, West Virginia Puerto Rico behind NM, which was an improvement from the 2010 Census effort. Bernalillo County– all budget spent based on the September deadline. County Manager Julie Baca provided \$20,000 in extended funding for the new deadline, unfortunately the Census end date was pushed up to Oct 15. Thanks to CBOs for work in the community.
- ii. City of Albuquerque 72.4% final response rate (within city limits). The Mayor and City Council, media, everyone did a great job.

- iii. James thanked all CBOs for their hard work. Question was asked about what the federal bureau was reporting on their efforts throughout the state. Bernadette-responded to question; on the CENSUS website – shows that 99.9% response rate. Looks like this refers to the number of households in their database that were contacted.
- iv. Baji -nonresponse rate question – 71.4 is self- response rate only by BC – clarify 41% rate -nonresponse follow up – 433-233 households.
- v. Nancy- UNM – Set up an Archive within the 20 years /50 years for CENSUS - video's post cards – for students for education and next upcoming strategy – Bernadette GOOGLE drive has all the CENSUS – documents, messages, flyers, video's – add more and the google drive link will be added to the minutes. Press releases and newsletters- this year was different then 2010- please go to the GOOGLE drive to add any updated information you feel is important. Nancy would like a State Archive, which UNM can provide free set up for Archive Records located at UNM Digital Depositor. Bernadette will search into this - Nancy is having a meeting in April 2021 to discuss how to add the information to UNM Archive for future access. Link was added to the chat- James- State Funding looking out to underfund the next 10 years “how to prevent” and start early – with process in place. Nancy will add who is interested to join quarterly meeting next year to review next CENCUS, build and foster education. Pamela – we need to plan months before – COVID 19 took a turn and hopefully we can plan 2 years prior to the Census just in case these things happen. Vicente- any thoughts on your work this past year? Bianca -SVMS- perfect timing on your end and censuses track helped us with the funding and phone banking – I would thank Bernalillo County and staff, especially Bernadette for running around with gift cards, swag and all of the committee for everything that did such a good job. Pamela – highlighted families that generally do not get counted – south valley billboard they were so happy – this is what we work for and the inspiration was touching. Bernadette, please acknowledge Carrie and her team for all the work they did – Bernadette thanked county staff especially the Procurement Department who assisted in getting CBO contracts together.
- vi. Bernadette- thanked all the county managers, and procurement – Vicente final push to the media – thank you – Homeless transaction was a struggle and the planning piece was challenging – service based was a better model- COVID 19 took a huge toll of these 12.1 %. Outreach working with tribal entities was impacted, the media was great and different tribes were vital and encouraging. The Native contact did not get their Census till end of September – Federal, City, State, Tribal and the level of engagement and apply to other issues and concern,

we will keep an eye out of the numbers. Bernadette 2010 had no follow up prior not sure if they have a follow up for 2020 on the Bureau side. If Bernadette hears any update, Bernadette will follow up with information.

- i. Bianca Encinias– APS Covid -19 – with schools made a change – next 10 years we hope to have a structure in place that we can work within the outreach – and with the teachers in schools are aware so we can also connect with parents on the grab-n go. We would like to collaborate with parents earlier, if we do not have the pandemic to make a huge impact with the school. We are going back to see what worked for the normal side to the COVID- 19 piece, so that we can be more prepared. Jeff added working school counsels, again we can take this COVID 19 and start a streamline process on how to be prepared with Community Partner’s as we project towards the CENSUS and 62.2 % response rate went up and this is a good community partner with APS.
- ii. National funding through tribal counted 54 % response rate; James under 65% - History under 20% -Navajo 22% - the community infected areas across the state very challenging. Folks from CCP helped us get together plans and infrastructure – we collaborated due to the COVID 19 – there was positive response rates. After this count is done, we will record. Bernadette said that the State will send a final report in the next couple of weeks, the CBO’s will receive a final report template for their last report. Bernadette thanked City and the State of New Mexico for their funding. She asked CCC and CBO members to send a thank you note if you like to Governor’s office and your legislators for the Census funding and what a different it made in response rates. Ahtza – we worked hard to get folks counted and had to pivot because of the pandemic, but we were able to get out in the vote for the CENSUS – thank you for the collaborating groups, also our group meeting we sent as many messages through the tribal communities. We used a certain format Agenda with the last 3 weeks and 10,000 quick views and funding efforts, national funders helped with the tribal effort, due to COVID- we had to push in every way. Funders table - Native American and urban -gift card incentive program was successful. The 54% response rate – Jemez 65% Navajo- Jicarilla was 12% ended under 20% - We had our meeting with CCP and had all the structure in place. If any folks know of any Native American organizations, advocates interested in redistricting please send them our way. We are setting up a redistricting committee under NAVAEP.  
[ahtza@NAVAEducationProject.org](mailto:ahtza@NAVAEducationProject.org)[Native-](mailto:Native-)
- iii. Nadia – I would like to bring from my perspective work at the College level. It was a challenge too because it was only myself for this effort, so hopefully we will get another person to help assist with in process of CENSUS outreach and I

would to thank Bernadette for all her hard work putting this all together. James-  
Thank you Rosemarie for jumping on board and your help with the Census.

### **Adjourn**

- i. Motion: Pamela Herndon
- ii. Second: Marya Jones