

Albuquerque/Bernalillo County Complete Count Committee
Time: September 15, 2020 11:15 AM Mountain

1. **Call to Order** – 11:20am / Chair – Bernadette Miera
2. **Approval of Agenda**
 - i. Motion: Pamela Herndon
 - ii. Second: Nancy Lopez
3. **Approval of Minutes**
 - i. Motion: Baji Rankin
 - ii. Second: Hanna Gossett
4. **Outreach-CBO's**
 - i. Pamela -NAACP and APS – targeting low response tracts, sending 6,0000 post cards – Food pantry 60 people were counted in the census, this will continue at West Mesa and Manzano high schools 21st and 29th – 7 billboards with trusted messengers in the international district.
 - ii. Hannah-NMCEH- Contract with a state to identify what agencies to work withon outreach, with the bureau any other updates on who has not been contacted. Agencies still have an option to fill out paper or staff to work on an in-person count. Working with the homeless in person with Census staffer. Isiah with First Nation, one of the county's CBOs is working on a list for locations that are commonly seen. Census Bureau with assistance from organizations will be out on throughout areas of the city on the 22nd through the 24th. Agencies are making sure their staff is working and supporting the survey online. Worked close with Vicente and the Mayor. Please contact Bernadette for resources- Also work with Non-Shelter for HUD coming in January.
 - iii. Dr. Nancy Lopez (chat)-UNM Complete Count Committee Meeting Tomorrow 9/16, 9-10am. Everyone is welcome. Zoom: <https://unm.zoom.us/j/870657633>. Email Dr. Nancy Lopez if you have any questions: nlopez@unm.edu
 - iv. Bianca Encinias- SVMS South Valley
Mailers 6 census tracts -- two south valley, Broadway, San Jose and Martineztown mailer in English and Spanish. 400 back packs given out with information on census delivered to homes from the food banks that we partner with. Final phase 6 of their campaign includes final phone banking – 2nd phase food bank next weekat next week's farmers market – Pajito Mesa mailing – working on numbers to rap it

up by end of the month. Promote Farmers market add to the board Census outreach.

- i. Baji –Early childhood programs, there is a email that was sent with a form to nominate and win prizes, prize goes to school, individuals and school program- prizes range from \$500- \$1,000. To fill out the form, Bernadette has sent and asked to send it out again for the month of September. Distribute gas card is also part of the raffle.
- ii. Dante –Transgender Resource Center – serve homeless community working with Lewis for service base- though took this under and bough gift cards and motivated to reach-out and fill out a forms. Census pantry bags were utilized for filling out the form as well.
- iii. Nkazi – Immigrate Resource Village of ABQ- Forms were sent and messages translated into different language, interviews, and social media platforms.
- iv. Beth- Domestic Violence has been taking care of Safe Haven located in Rio Rancho to contact for housing – will meet with service providers for count.
- v. Marya Jones- CNM update (chat) Our Equity and Inclusion committee sent out a letter to staff and instructors to reach out to students about the Census.+ I Count NM posters went up at all of our campuses.+ We created new CNM branded collateral that we shared on all social channels.+ 2020 Census Call to Action was delivered at our President’s Council meeting, and a request for “Census Ambassadors” to step forward and work to raise the count. Several have committed their support. + We have created an email signature for CNM email messaging. + Created a postcard and mailed out 7,000 to our students across the city

5.0 Bernalillo County Update- Bernadette

August activity report is due – would like to combine September rand final report and collate everything by end of October- Bernadette will send an update in 2 weeks.

Messaging – spent all funds – digital take over, media, billboards until September with consistent branding, and messaging. Employee outreach -will send another email the last week of September to BC employees. Tom-Media is ongoing and due to the time, they will keep the Census Media updated. Bernadette – KRQE next Highlight CBO’s for interview, reach out to Bernadette ASAP.

6.0 City of Albuquerque Update-Vicente

Out-reach to Officials - sent to city councilors to encourage response and hopefully increase the response rate – highlight lower response rate areas- social media out-reach message Gov Tv – administration side focused 2 city employees sending emails to fill out

the form – encourage family and friends working directly with the committee. Providing Social media and message to City Council- Response is continues. Bernadette – continue to tell your family and friends.

7.0 Other discussion

- i. Pamela– asked regarding the ALIBI for print outreach -Marya-The Alibi currently not in print, they were changing hands not sure if they are publishing.
- ii. Bernadette has postcards, please contact if you need any for your Census Packages.

Adjourn

- i. Motion: Hanna Gossett
- ii. Second: Pamela Herndon