



i COUNT NM
i count because i care

Webinar for Local Complete Count Committees

iCountNM: State Census Team, Media Desk, Real
Time Solutions and Center for Civic Policy

Wednesday, March 25, 2020



i COUNT NM
i count because i care

Agenda

- Welcome
 - DFA Secretary Olivia Padilla-Jackson
 - Ane Romero, Office of the Governor, State Census Team
- COVID-19 and Census Pivot Strategies
 - Robert Rhatigan & Secretary Padilla-Jackson
- Overview of Statewide Marketing and Earned Media, Media Desk
 - Jose Viramontes
- Social Media Plans, Real Time Solutions
 - Chris Schroeder
- Sample Budgets and Most Effective Uses
 - Renee Ward, DFA Deputy Secretary
- Questions and Answers
- Wrap Up, Future Topics and Next Steps



i COUNT NM

i count because i care

Welcome
Ane Romero, Office of the Governor



i COUNT NM

i count because i care

COVID-19 Census Updates

Robert Rhatigan, Interim Director
Geospatial and Population Studies

Secretary Padilla-Jackson
Pivot Strategies

Census Operational Updates

- Update Leave Operation
- College Students
- Service Based Enumeration
- Response Rates Now Available

“COVID-19 Has Stopped Virtually Everything – Except the U.S. Census”

Source: US News & World Report

2020 Census Operational Adjustments Due to COVID-19

The 2020 Census is underway and households across America are responding every day. In light of the COVID-19 outbreak, the U.S. Census Bureau has adjusted 2020 Census operations in order to:

- Protect the health and safety of Census Bureau employees and the American public.
- Implement guidance from federal, state, and local health authorities.
- Ensure a complete and accurate count of all communities.

The table below summarizes the adjustments to operations. Should any additional adjustment become necessary, the Census Bureau will promptly publish the change in an updated document.

STATUS OF CURRENT OPERATIONS

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
Self-Response Phase (online, phone, mail)	March 12-July 31	Extended	March 12-August 14
Update Leave	March 15-April 17	Delayed	March 29-May 1
Update Enumerate	March 16-April 30	Suspended and extended	March 16-May 14
Mobile Questionnaire Assistance	March 30-July 31	Delayed	April 13-August 14
Early Nonresponse Followup (NRFU)	April 9-July 31	Delayed	May 7-August 14
Nonresponse Followup (NRFU) and NRFU Reinterview	May 13-July 31	Delayed	May 28-August 14
Group Quarters Enumeration	April 2-June 5	Delayed	April 16-June 19
Service-Based Enumeration	March 30-April 1	Delayed	April 29-May 1
Census counts people experiencing homelessness outdoors	April 1	Delayed	May 1
Enumeration of Transitory Locations	April 9-May 4	Delayed	April 23-May 18
Deliver apportionment counts to the President	By December 31	On schedule	By December 31
Deliver redistricting counts to states	By April 1, 2021	On schedule	By April 1, 2021

Connect with us
@uscensusbureau

For more information:
2020CENSUS.GOV

D-FS-GP-EN-017 March 21, 2020

Shape
your future
START HERE >

United States
Census
2020

Pivot Strategies

- Find COVID-19 materials and talking points on our website: www.icountnm.gov
- Elimination of gatherings greater than 10 people—what to do instead and how to pivot:
 - Going digital or virtual
 - Phone banking
 - Text messages and mailers
 - And more!

Census Outreach Alternatives during COVID-19



The health and safety of everyone living in New Mexico is of the utmost importance in the midst of the COVID-19 outbreak. In addition to Governor Michelle Lujan Grisham's mandate to cancel large events, many organizations and individuals are electing to self-quarantine to prevent exposure to the virus.

As proactive decisions are made to reduce the spread of the virus, we need to make sure 2020 Census outreach tactics shift as well.

So, how are we going to effectively reach every person in New Mexico when so many of our strategies rely on connecting with people one-on-one and sharing information at events?

The most important census message you can convey during this time is that the census can still be completed online, over the phone, or by mail—all from the safety of home.

Below, we outline a few alternatives you can do to still reach your audience without putting yourself and your community members at risk.

OUTREACH ALTERNATIVES

1. COMMUNICATE VIA TEXT

An effective tool to reach people, including many of our hardest to count populations, is through text. People are more likely to respond to texts, especially if they come from someone they know.

iCountNM has produced a few sample texts for your use in the attached document. Feel free to adapt for your specific network. Just be sure to include the link to 2020census.gov and the phone number to respond to the census.

2. REMOTE PHONE BANKING

Create phone lists to distribute to your members so that they can phone bank remotely.

iCountNM has produced sample phone banking messages for your use in the attached document. If people don't answer, leave a short, personal voicemail about the importance of the census.

Census Outreach Alternatives during COVID-19 — Page 1

 **i COUNT NM**
COUNTING EVERYONE

 **United States
Census
2020**

2020census.gov



i COUNT NM
i count because i care



media desk

Statewide Media Strategy
Jose Viramontes, *Media Desk*

PAID MEDIA UPDATE

Local Complete Count
Committee Webinar -
March 25



i COUNT NM
i count because i care





Adjustmentements to initial plan.

Timing and Channel Modifications.

Key Updates:

- Reduction in out-of-home (50% less billboards + elimination of theatre placements)
- Increase in channels that hit in-home market - TV, Radio Digital Radio & web
- Initial buys in phase 1 reduced slightly amid COVID-19
- Extension in campaign window through 8/15



Clinics that are closer to home.

YOU CAN COUNT ON THE 2020 CENSUS FOR THAT.

It's easier than ever to complete the census.

▶ **FILL IT OUT** online, by phone, or by mail today!

TAKE THE CENSUS:
2020census.gov
(844) 330-2020

i COUNT NM
i count because i care

United States®
Census
2020

Messaging:

- Focus on benefits & ease
- Clear call to action
- Include web & phone
- Use of local voice where able

Timing:

- Print Phase 1: 3/21 - 3/31 (nearly 750,000 households)
- Radio: Starts week of 3/27 (60 stations - all 33 counties)
- TV: Starts week of 3/27
- Digital: Starts April 1

Phase I print ad

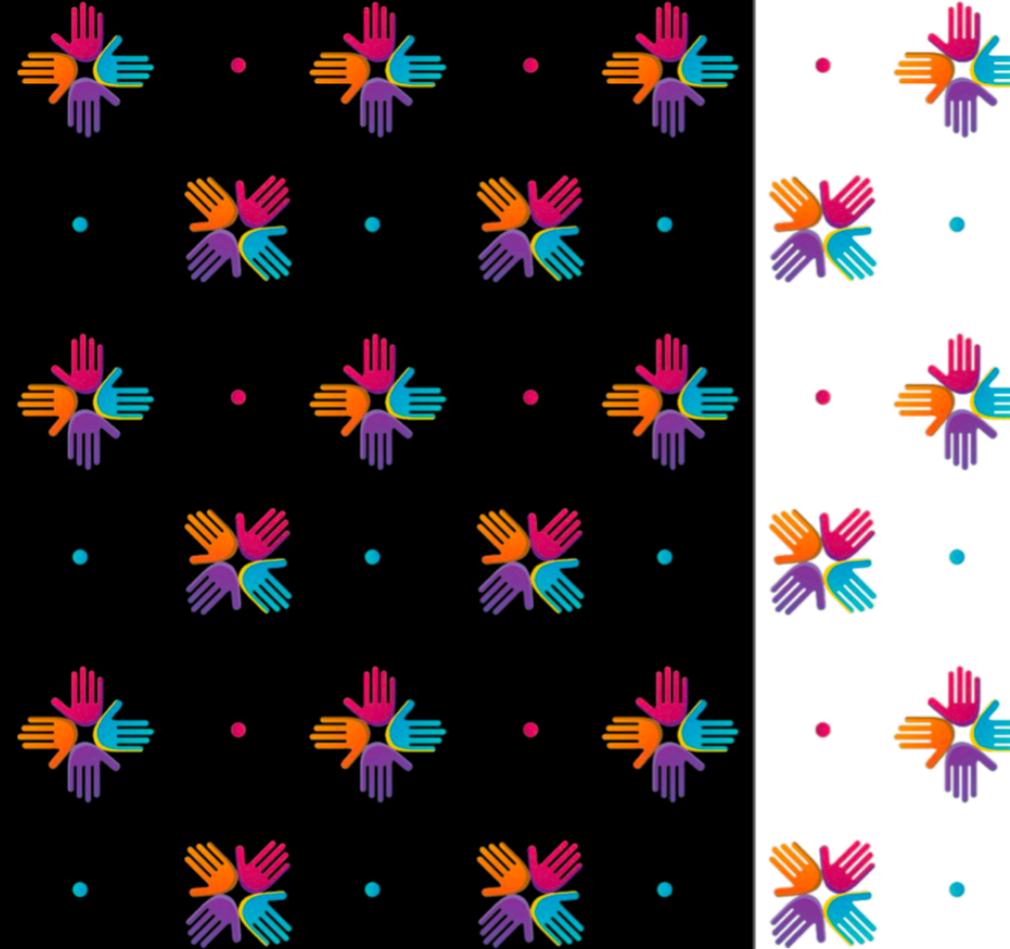
**Help iCount NM with localizing
radio, print and billboards!**

**Call or email
jose@mediadesknm.com
(505) 239-8449**

***images, local trusted voices, script suggestions, etc.**



i COUNT NM
i count because i care



THANK YOU!

[Stay in touch.]



i COUNT NM
i count because i care





NEW MEXICO! ARE YOU READY TO BE COUNTED IN THE 2020 CENSUS?

The 2020 Census is right around the corner! Census Day is April 1st, 2020. By then, you will have received an invitation in the mail to participate in the 2020 Census. EVERY PERSON in New Mexico needs to get counted in order to protect federal funding for healthcare, schools, roads, education, and more! Show New Mexico some love and get counted

Social Media
Chris Schroeder, *Real Time Solutions*



i COUNT NM
i count because i care





Update on Our Progress

FOR THE MONTH OF **MARCH**



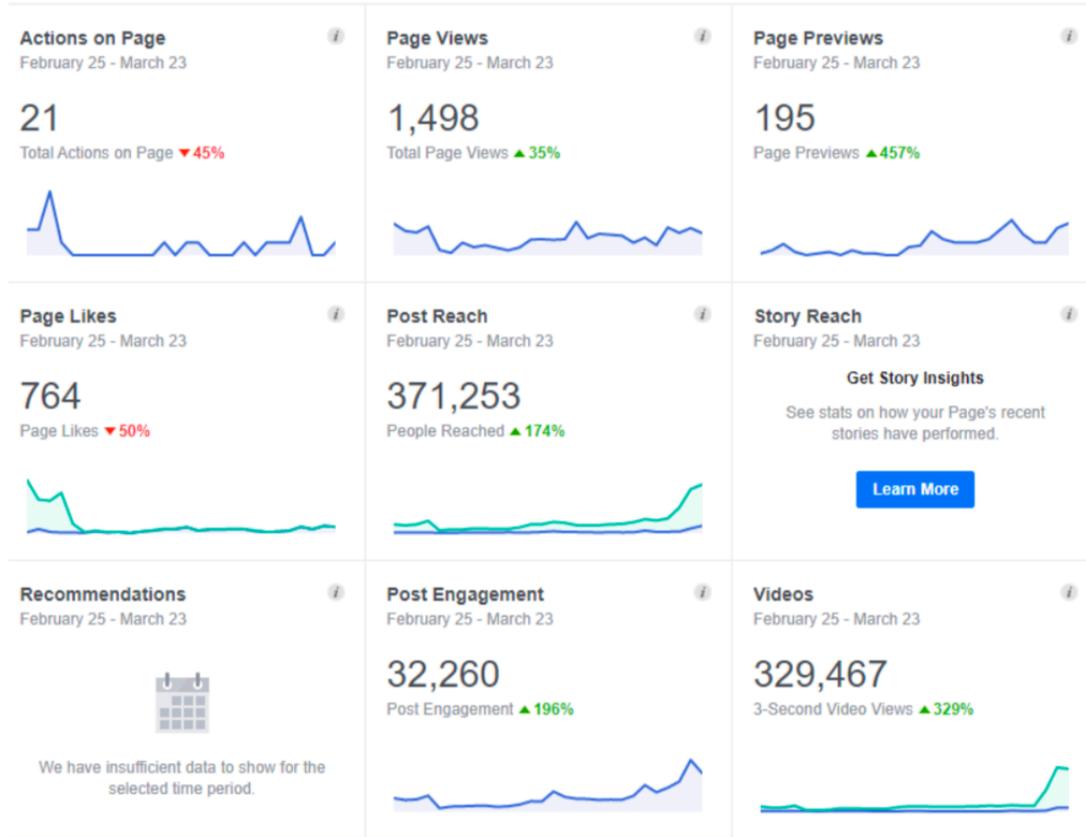
Page Summary Last 28 days +

[Export Data](#)

Results from Feb 25, 2020 - Mar 23, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid





What are you posting?



Video Views

The #2020Census is right around the corner! #...
Promoted by Christopher Cermeno Schroeder o...
Active

70,164

People Reached

24,598

ThruPlays

\$1,764.07

Spent of \$2,500.00

View Results

Reach: 70,160

ThruPlays: 24,593

Cost Per ThruPlay: \$.07

Spent: \$1,763.73

Total Budget: \$2,500.00

What are you posting?

Performance

You've spent **\$1,763.73** over **18 days**.

ThruPlays	Reach	70,160
24,593	Cost per ThruPlay	\$0.07

Activity

Engagement on Facebook

Link Clicks	166
Video Views	115,210
Comments	45
Shares	72



Post Engagements
 In mid-March, households will begin receiving of...
 Promoted by Christopher Cermeno Schroeder o...
 Active

66,352
People Reached

6,234
Post Engagement

\$1,732.91
Spent of \$2,500.00

[View Results](#)

Reach: 66,352

Post Engagements: 6,234

Cost Per Engagement: \$.28

Spent: \$1,732.91

Total Budget: \$2,500.00

ICount NM
 Published by Christopher Schroeder [?] · March 9 at 10:44 AM · 🌐

In mid-March, households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census. By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. You will have three options for responding: Online. By Phone. By Mail. Keep your eyes peeled and get counted! For more information visit: <https://2020census.gov/> Let's get a #completcountnm! #icountnm

ICount NM
Government Organization

[Learn More](#)

What are you posting?

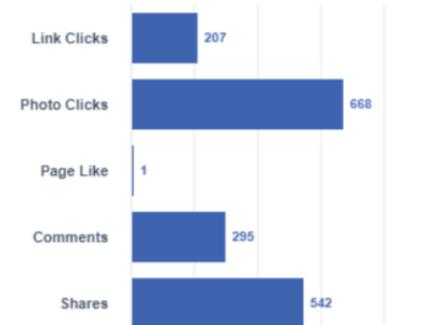
Performance

You've spent **\$1,733.06** over **16 days**.

Post Engagement	Reach	66,349
6,234	Cost per Post Engagement	\$0.28

Activity

Engagement on Facebook





Post Engagements 19,162 1,804 \$504.78
People Reached Post Engagement Spent of \$1,000.00
It's never been easier to get #counted for your c...
Promoted by Christopher Cermeno Schroeder o...
Active [View Results](#)

Reach: 19,162
Post Engagements: 1,804
Cost Per Engagement: \$.28
Spent: \$504.78
Total Budget: \$1,000.00

ICount NM
Published by Christopher Schroeder [?] · March 16 at 9:43 PM · 🌐

It's never been easier to get #counted for your community! The #2020Census is happening now and will determine BILLIONS in funding for New Mexico! Take 10 minutes and fill out your #2020Census here: <https://my2020census.gov/> What are you waiting for? Your community needs you to #getcounted! #completecount #icountnm

IT'S EASY TO GET COUNTED ONLINE

ICount NM
Government Organization [Learn More](#)

What are you posting?

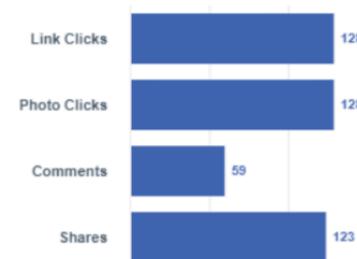
Performance

You've spent **\$505.00** over **9 days**.

Post Engagement	Reach	19,176
1,804	Cost per Post Engagement	\$0.28

Activity

Engagement on Facebook





What are you posting?

Post Engagements 22,540 2,278 \$659.39
 Are you stuck at home looking for something to ...
 Promoted by Christopher Cermeno Schroeder o...
 Active
 Spent of \$1,500.00
 View Results

Reach: 22,556

Post Engagements: 2,281

Cost Per Engagement: \$.29

Spent: \$659.39

Total Budget: \$1,500.00

ICount NM
 Published by Christopher Schroeder [?] · March 18 at 8:20 AM · 🌐

Are you stuck at home looking for something to do? Get Counted! You can respond online and it take about 10 minutes! It's easy. It's online. It's important. Let's do this New Mexico! <https://my2020census.gov/> #completecountnm

ICount NM
 Government Organization
 Learn More

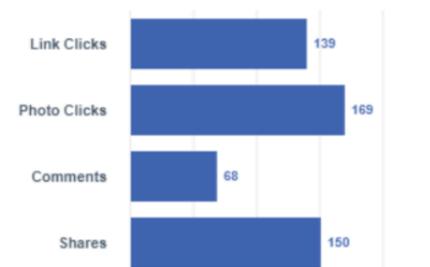
Performance

You've spent **\$660.41** over **7 days**.

Post Engagement	Reach	22,556
2,281	Cost per Post Engagement	\$0.29

Activity

Engagement on Facebook





Video Views
With schools being shut down statewide, it remi...
Promoted by Christopher Cermeno Schroeder o...
Active

43,381
People Reached

62,149
ThruPlays

\$1,309.64
Spent of \$5,000.00

[View Results](#)

Reach: 43,381

ThruPlays: 62,149

Cost Per ThruPlay: \$.02

Spent: \$1,309.64

Total Budget: \$5,000.00

iCount NM
Published by Christopher Schroeder [?] · March 20 at 9:02 AM · 🌐

With schools being shut down statewide, it reminds us of how IMPORTANT EDUCATORS are to BUILDING NEW MEXICO's FUTURE! Tag your favorite teacher and share a life lesson they taught you in the comments below and please get counted in the #2020Census! This will ensure our schools have the funding they need to educate our children for the next 10 years! It takes 10 minutes and you can do it online here: <https://my2020census.gov/> #icountnm #getcountednm #completcountnm #nmteachersrock New Mexico Public Education Department

MY2020CENSUS.GOV
New Mexico Educators Rock [Learn More](#)

What are you posting?

Performance

You've spent **\$1,314.59** over **5 days**.

ThruPlays

62,443

Reach

43,481

Cost per ThruPlay **\$0.02**

Activity

Engagement on Facebook

Link Clicks

479

Video Views

68,112



Video Views

Are you stuck at home looking for something to ...
Promoted by Christopher Cermeno Schroeder o...
Active

155,747

People Reached

24,316

ThruPlays

\$1,507.19

Spent of \$10,000.00

[View Results](#)

Reach: 156,103

ThruPlays: 24,404

Cost Per ThruPlay: \$.06

Spent: \$1,507.19

Total Budget: \$10,000.00



iCount NM

Published by Christopher Schroeder [?] · March 21 at 5:14 PM · 🌐

Are you stuck at home looking for something to do? Get Counted! You can respond online and it take about 10 minutes! It's easy. It's online. It's important. Let's do this New Mexico! <https://my2020census.gov/> #icountnm #completecountnm



MY2020CENSUS.GOV

Take the Time to Get Counted in the 2020 Census.

[Learn More](#)

What are you posting?

Performance

You've spent **\$1,513.48** over **4 days**.

ThruPlays

24,404

Reach

156,103

Cost per ThruPlay

\$0.06

Activity

Engagement on Facebook

Link Clicks

872

Video Views

115,853

Comments

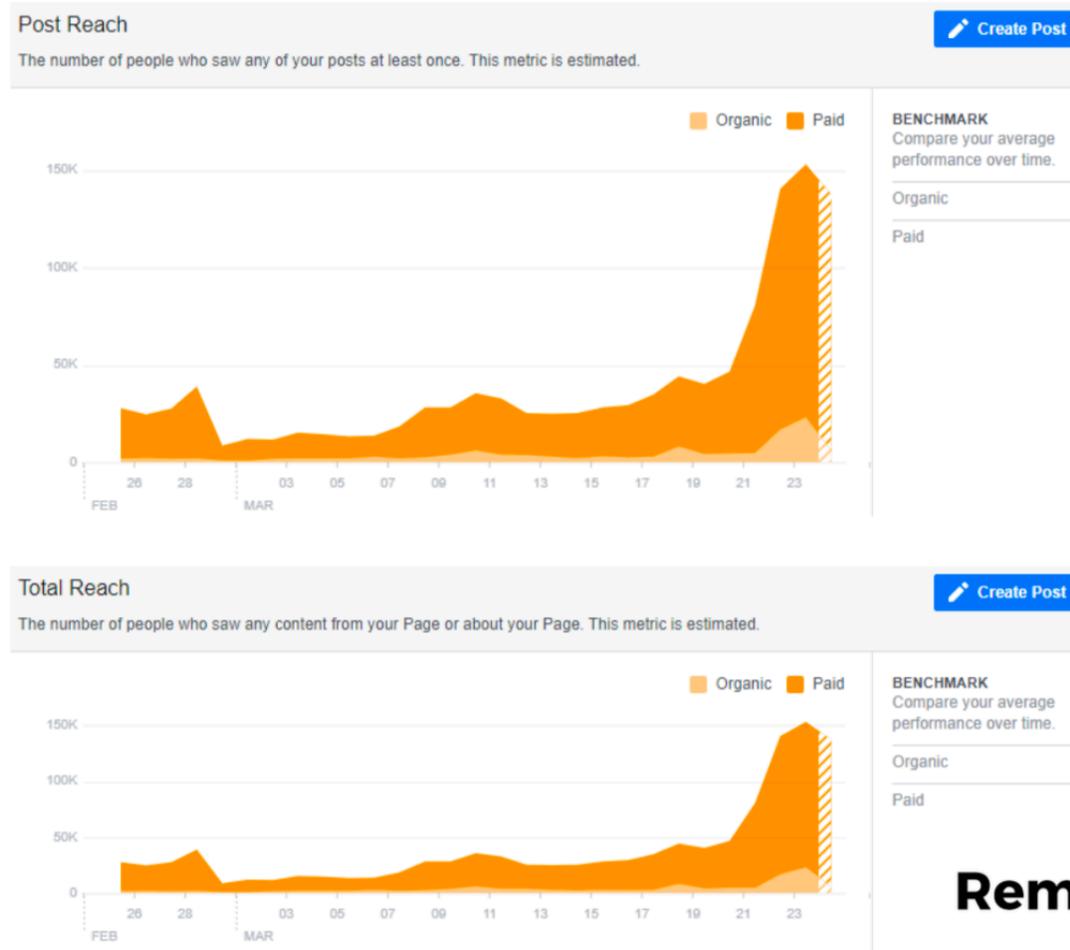
52

Shares

112

Update on Our Progress

FOR THE MONTH OF **MARCH**



REACH:
377,714

Video Thruplays
156,713

LINK CLICKS:
1,991

ENGAGEMENTS:
23,444

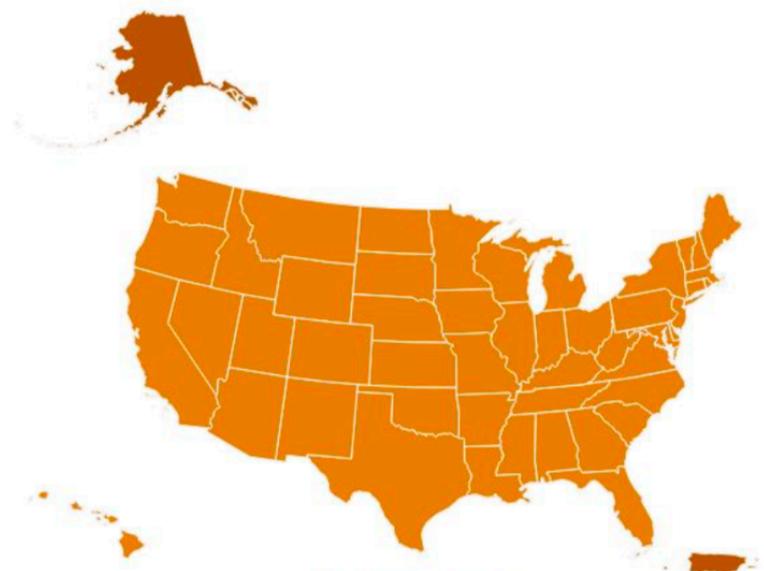
Spent: \$7,477.64
Remaining: \$22,500.00



What are you planning to post?

National
Self-Response
23.6%

Alabama
Self-Response
25.1%



Select Date
3/23/2020

Select Mode
Total

Select State
(All)

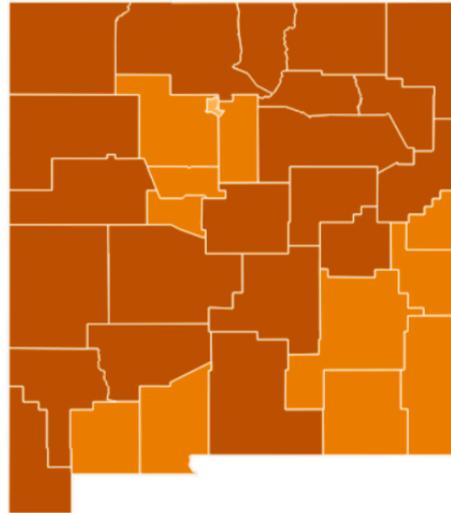
Geographies

- State
- County
- City
- Town and Township
- Congressional District
- Tribal Area

Total
Internet

New Mexico
Self-Response
17.1%

Bernalillo
Self-Response
23.2%



Select Date

3/23/2020

Select Mode

Total

Select State

New Mexico

Select County

(All)

Geographies

State

County

Census Tract

City

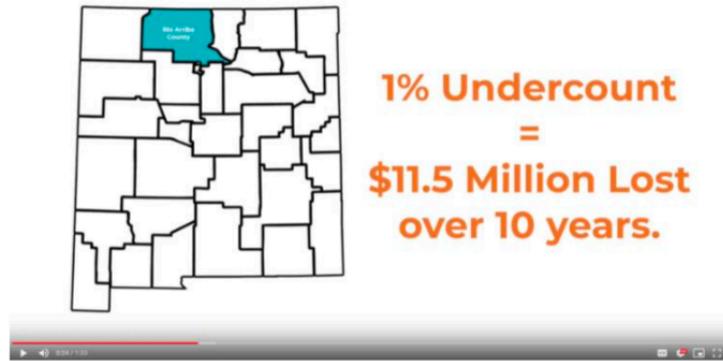
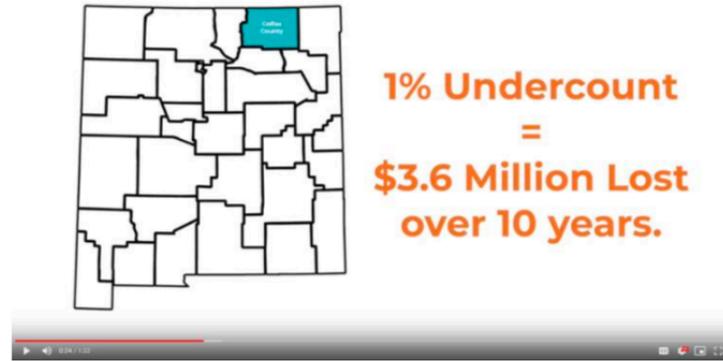
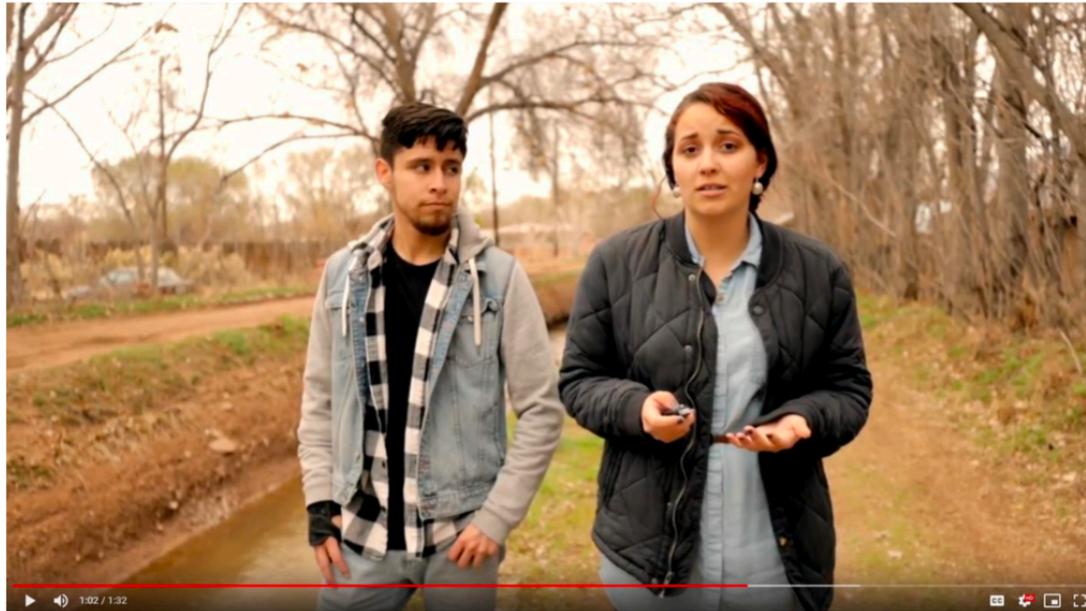
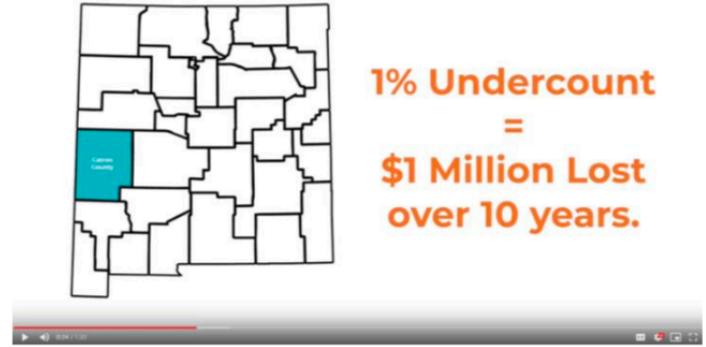
Town and Township

Congressional District

Tribal Area

[Return to Main View](#)

Total
Internet





Questions?



i COUNT NM

i count because i care

Sample Budget
Renee Ward, Census Team

Sample Budget & Effective Uses



- Outreach
 - CBOs and CCP
- Printing/Publishing
- Administrative
- Travel
- Media & Ad Buys
- Other
 - Tablets and Computers

SAMPLE CENSUS OUTREACH BUDGET (\$10,000)		
EXPENDITURE TYPE	COST	PERCENT BUDGET
Outreach Activities	\$ 6,500	65.0%
Small CBO Outreach Contract	3,500	
Outreach Virtual Meetings/Events	3,000	
Phone Banking	700	
Robocall Services	1,200	
Text Messaging Services	1,100	
Printing/Publishing	\$ 1,700	17.0%
Language Translation	300	
Design	500	
Materials	900	
Posters (50 at \$0.20 each) -- GSD	300	
Flyers/Handouts (Media Desk/GSD)	600	
Administrative	\$ 800	8.0%
Census Swag/Incentives	500	
Sign (1)	70	
Stickers (100)	75	
Pens (250)	135	
Mousepads (100)	220	
Meetings/Planning	300	
Refreshments	200	
Space Rental	100	
Travel	\$ 500	5.0%
Lodging	300	
Mileage	100	
Meals	100	
Media / Ad Buys	\$ 500	5.0%
TOTAL	\$ 10,000	100.0%



i COUNT NM

i count because i care

Questions and Answers
Emma Erickson-Kerry, Census Team



Questions & Answers

Question: We had to cancel our April 1st Census Day event—What do we do now?

Answer: It's not too late to go virtual! Take your event online by hosting a virtual town hall or a Facebook Live Feed.

Question : What should our key messaging be now that there's so much talk around COVID-19?

Answer: Our response should be: "It has never been easier to respond on your own, whether online, over the phone or by mail—all without having to meet a census taker."

Question: Should we still fill out our Call to Action form?

Answer: Yes, please do! Many of these activities can translate electronically or virtually and events can be postponed to a later time. Send forms Emma.Erickson-Kery@state.nm.us.



i COUNT NM

i count because i care

We're Here to Help!

- Emma Erickson-Kery, Statewide Census Coordinator, DFA (Media & Subcommittees)
 - Emma.Erickson-Kery@state.nm.us
 - (505) 699-1496
- Paige Best, Statewide Census Coordinator, DFA (Counties & Tribal Subcommittee)
 - PaigeL.Best@state.nm.us
 - (505) 795-2235



i COUNT NM

i count because i care

Conclusion, Wrap-Up and Next Meeting

- Next Webinar: April 8, 2020 (look out for a calendar invite in the coming days)
- Thank you for your tireless effort in helping New Mexico achieve a complete count!