

2020 CENSUS

Challenges and Opportunities
for the City of Albuquerque

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WHAT IS AT STAKE?

Billions of Federal Dollars

- New Mexico receives \$7.8 billion in annual federal assistance.
- If New Mexico undercounts residents by only 1%:
 - New Mexico would lose \$780 million annually.
 - Bernalillo County would lose over \$201 million annually.
 - The City of Albuquerque would lose over \$165 million annually.
- Each New Mexican not counted equates to a loss of approximately \$3,745 per year.

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NM is the state most vulnerable to an undercount due to hard-to-count neighborhoods and hard-to-count populations that have historically been, or are at-risk of being, missed in the census at disproportionately high rates.

- Approximately 43% of NM's current population (888,604 people) lives in hard-to-count neighborhoods.
- Approximately 64% of NM's are people of color.
 - 48% Hispanic
 - 3% African American
 - 2% Asian/Pacific Islander
 - 11% American Indian or Alaska Native

CHALLENGE

Funding

Census Bureau



NM



County



Complete Count Committees (CCC)
&
Community Based Organizations (CBO)

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OPPORTUNITY

In an effort to fill funding gaps, the City of Albuquerque is working to:

- Amplify the Census Bureau's recruitment efforts at City job fairs, events and outreach.
- Create opportunities for the Census Bureau, local CCCs, and CBOs to provide trainings, present information to City staff and the public at City events and facilities.
- Customize and distribute 2020 Census collateral translated into multiple languages.
- Provide transit assistance on Census Day.
- Increase accessibility to internet, computers, and phone services on Census Day by extending operation hours at community centers, libraries, and other City venues.
- City Council appropriated \$80,000.

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CHALLENGE

Creating appropriate, educational and motivational advertisements marketed specifically for our hard-to-count populations.

- **Hard-to-Count Populations include:**
 - People of color
 - Children 0-5 years old
 - Limited English Proficiency
 - People experiencing homelessness
 - Foreign-born residents
 - Immigrant
 - Refugee
 - Asylum Seekers
 - People who distrust government authorities or could be targets of law enforcement

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OPPORTUNITY

In an effort to create or promote appropriate advertisements that speak to our hard-to-count populations, the City of Albuquerque is:

- Working with local City of Albuquerque/Bernalillo County CCC, other local CCCs, and CBOs to provide direction and expertise.

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MESSAGING

Specific and Local Messages

- Be specific
- Show impact on community
- Personalize

Benefits of an Accurate Count

- Showing benefits can explain importance
- Explain what can be gained or lost

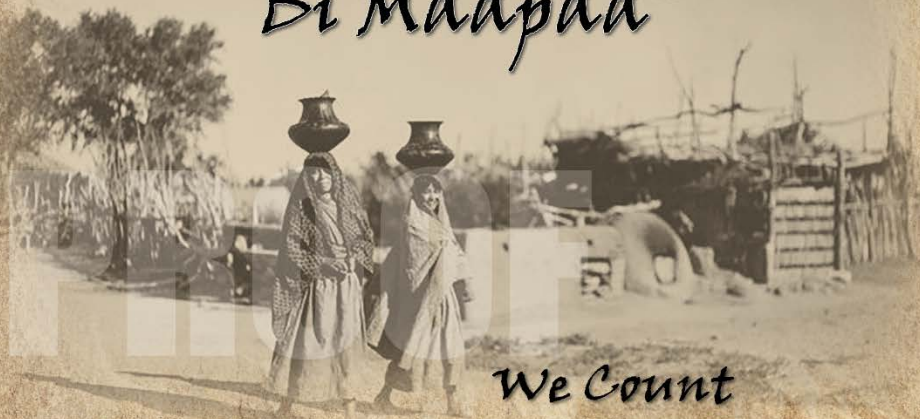
Ease and Convenience

- Census takes about 10 min
- How to respond

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*"Kha'p'o T'owa Ing
Bi Maapaa"*



We Count

United States®
**Census
2020**

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PREPÁRATE YA VIENE EL CENSO

El Presidente y sus aliados quieren que NO nos hagamos contar en el próximo CENSO para poder quitarnos NUESTRO dinero y poder político.

¡NO LOS DEJES!

La Constitución requiere que el gobierno cuente a todas las personas en el país cada 10 años por medio del censo, y el próximo conteo es en el 2020.

El censo determinará cómo y dónde serán distribuidos millones de NUESTROS impuestos.

Por cada persona que se cuente en Nuevo México, \$3,745 regresarán a nuestra ciudad, vecindarios y escuelas cada año.

RECUERDA: ES PLAN CON MAÑA QUE NO NOS QUIERAN CONTAR.

¡PERO NO NOS VAMOS A DEJAR!

Y gracias a Somos y otros grupos pro-inmigrantes que se organizaron, demandaron y ganaron, la pregunta de ciudadanía NO se incluirá en el censo.

¡INFÓRMATE, PREPÁRATE Y HAZTE CONTAR!

En marzo cada hogar recibirá una invitación del CENSO para auto responder (ya sea en línea, por correo o por teléfono).

ES FÁCIL, CONFIDENCIAL Y SON SÓLO 10 PREGUNTAS



Para más información, llama a
Somos Un Pueblo Unido al
(505) 424-7832 o visita
somosunpueblounido.org



GET READY THE CENSUS IS COMING

The President and his allies DON'T want us to be counted in the upcoming CENSUS so that they can take away OUR money and political power.

DON'T LET THEM!

The Constitution requires the government to count every person across the country every 10 years via the census, and the next count is in 2020.

The census will determine how and where to distribute millions of OUR taxpayer money.

For each person that makes themselves count in New Mexico, \$3,745 will come back to our city, neighborhoods and schools each year.

REMEMBER: THEIR END GAME IS FOR US NOT TO BE COUNTED.

BUT WE WON'T LET THEM!

And thanks to Somos and other pro-immigrant groups who organized, sued and won, the citizenship question will NOT be included in the census.

GET READY, LET'S MAKE OURSELVES COUNT!

In March, every household should receive an invitation from the CENSUS to self-respond (either online, by mail or over the phone).

IT'S EASY, CONFIDENTIAL AND IT'S ONLY 10 QUESTIONS.



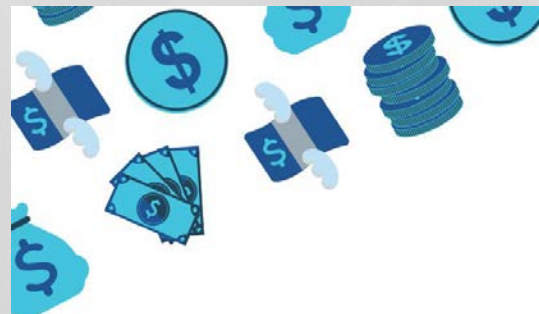
For more information contact
Somos Un Pueblo Unido at
(505) 424-7832 or visit
somosunpueblounido.org





"New Mexico, especially rural communities, will continue to be unseen unless we make sure every New Mexican is counted in the 2020 census!"

Alex Luna
NM CAFÉ



The Census is about speaking up for our families' future:

BRINGING VISIBILITY TO OUR COMMUNITIES' NEEDS!

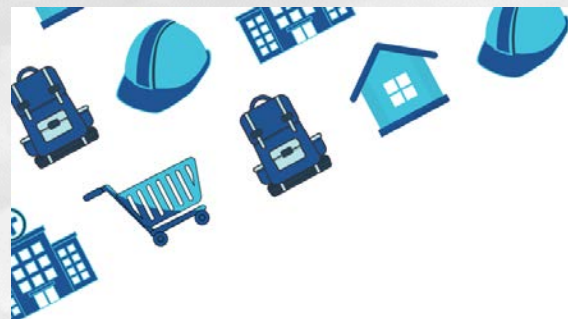
#NMCOUNTS2020 **#WeCountNM**



All information gathered by the Census remains confidential:

IT'S MANDATED BY TITLE 13 OF THE U.S. CODE!

#NMCOUNTS2020 **#WeCountNM**



Our families know exactly what we need to succeed:

FULLY FUNDED SCHOOLS, HOSPITALS, AND ROADS.

#NMCOUNTS2020 **#WeCountNM**

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DAWN BEGAY

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