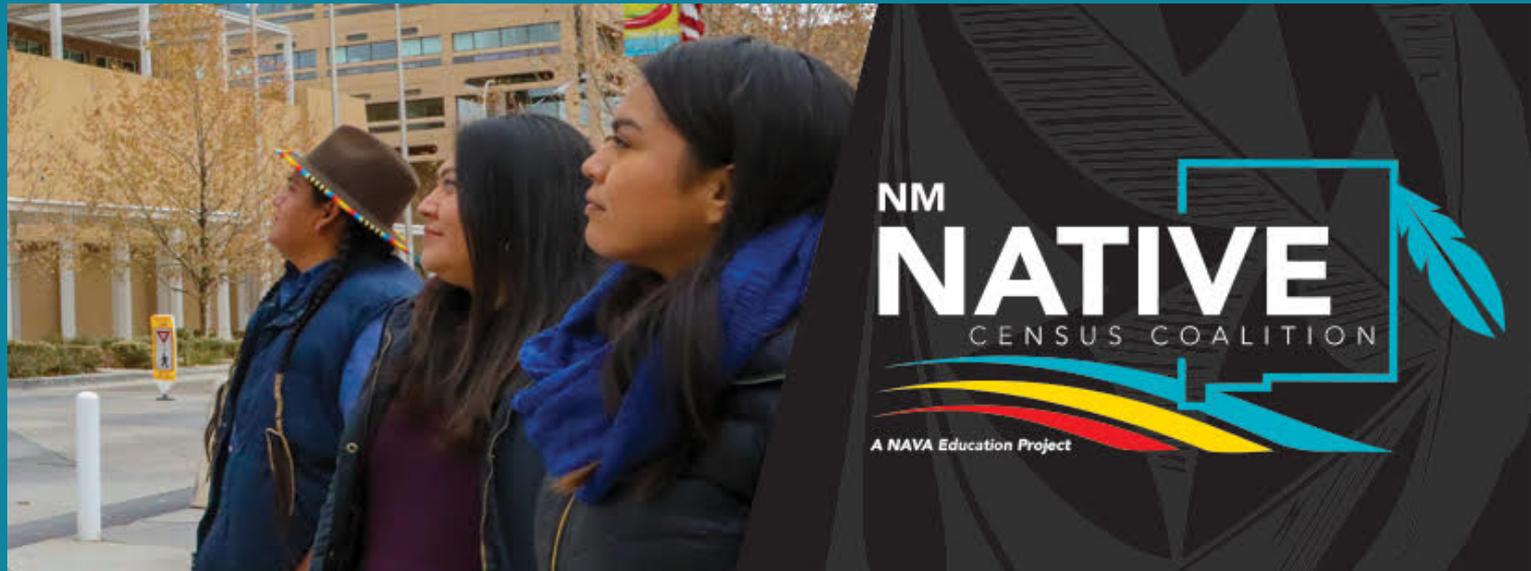


# 2020 NM NATIVE CENSUS COALITION



# Background

- NAVA Education Project
- Native American Census Coalition
  - 19 Pueblos
  - 2 Apache Tribes
  - Navajo Nation
  - Urban Native Population
- Objective: Coordinate and implement plan for accurate and complete count in New Mexico tribal and urban communities



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- Weekly meetings – Friday at 10:30am
  - Discuss issues, questions, strategies for outreach, fiscal support, develop networks & GOTC coordination
- Retreat held January 2020
  - Tribal and Urban
  - Further networking opportunity
  - Best practices
  - Strategies & Messaging
  - Memes and videos messaging



[www.NMNativeCensus.org](http://www.NMNativeCensus.org)



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# GOTC Pueblo Census Coordinator

- Coordinate and lead implementation in collaboration with the Center for Civic Policy & added capacity for NM IAD.
- Lead the GOTC canvassers
- Support tribal CCC canvassers
- Assist in applications for state funding (icounts Rapid Response)
- Assist in developing mass marketing, media and PSAs
- Host meetings and facilitate networks
- Attend Census meetings, facilitate meetings and webinars
- Liaison to Tribal Partnership Specialists, Tribal CCCs, IAD & DFA

Charlotte Little, 505.238-0595, [NMNative@censuscoalition.org](mailto:NMNative@censuscoalition.org)



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Census data is used in countless federal, state and local grant proposals, including those funding programs for children and their families.



**NM NATIVE CENSUS COALITION**

We're starting CENSUS MADNESS! You'll be receiving the official 2020 Census questionnaire soon and we're asking you to help your community score big!

I will complete the Census form by April 19

ONLINE  MAILING IT IN  BY PHONE

I Want to Help my Community by:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

For more information about how the Census affects Native communities, go to [nmnativecensus.org](http://nmnativecensus.org)



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# COVID-19 Impact on Census Efforts

- Tribal Leadership close borders to non-residents
- Update leave operations suspended only partial deliveries made on the Navajo Nation & in 4 Pueblos w/o geo-coding
- NM Stay-at-home order issued to prevent further spread of COVID-19; extended to August 15<sup>th</sup>?
- Census Bureau adjusts operations; messages and advertisements urge completing online
- Update Leave resumed in June in some communities and continues now. A couple of communities still sheltering in place and have not participated.
- **Response date Extended to October 31, 2020**

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## End of Update Leave – start of NRFU

- As Update Leave wraps up the Non-Response Followup (NRFU) will start
  - Enumerators visit each household that has yet to respond to the census #BlockTheKnock
- Tribal leadership must grant entry to Census workers to allow NRFU process on tribal lands
  - Contact Tribal Partnership Specialist
- NMNCC – provided hand sanitizers & masks
- **BREAKING NEWS – CHANGE IN TIMELINE**

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# NEW COVID-19 TIMELINE

- Released today **END DATE of September 30, 2020**
- We informed the coalition members on 7/31/20 meeting of this possibility
- We are ready to RAMP up our efforts to count everyone
  - Tribal MOU Data agreements - from Enrollment office, tribal utilities, housing, CARES Act lists, etc.
  - Tribal Canvasser phone banking support
  - Media blitz, national support, icount Rapid Response Funds, NGO collaboration

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No matter where you live  
our community counts.

# Urban Native Efforts



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# Albuquerque, NM

- Ranks 7th in the Nation with highest population
- Estimated over 400 tribes represented
  - Reside in or travel for school, work, & commerce
- In 2010, Native Americans account for about 6% of the city's population at 32,571
- Yet make up 44% of the homeless population, according to the 2019 Albuquerque Point in Time Count
- Office of Equity & Inclusion - Office of Native American Affairs
  - Commission on American Indian & Alaskan Native Affairs
  - Native American Homelessness Task Force

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# ABQ CCC & Key Stakeholders

- US Census Bureau
- City & County Government
- Surrounding Tribal Governments
- Native-led & Native-serving community-based organizations (CBOs)
- Schools, Healthcare, Local Business
- Office of Equity & Inclusion - Office of Native American Affairs
  - Commission on American Indian & Alaskan Native Affairs
  - Native American Homelessness Task Force



# Native-Led & Native Serving

- All Pueblo Council of Governors
- American Indian Graduate Center
- Albuquerque Public School - Indian Education Department
- National Indian Youth Council
- New Mexico Coalition to End Homelessness
- Albuquerque Indian Chamber of Commerce
- Americans for Indian Opportunity
- Coalition to Stop Violence Against Native Women
- First Nations Community Health Source
- Indian Health Service
- National Indian Council on Aging
- Native American Community Academy
- Native American Professional Parents Resources
- Notah Begay III Foundation



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[www.NMNativeCensus.org](http://www.NMNativeCensus.org)

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Questions?

Thank you!



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