

**Tribal Government**

**Invitation to Participate**

**2020 Census Outreach**

**New Mexico 2020 Statewide Complete Count Commission**

**August 30, 2019**

Indian Affairs Department

Wendell Chino Building

1220 S. St. Francis Drive, 2nd floor

Santa Fe, NM 87505

August 30, 2019

Dear Honorable Tribal Leader:

RE: Tribal Government Agreement to Conduct Outreach Related to the 2020 Census

The New Mexico Indian Affairs Department (“IAD”) would like to invite New Mexico tribes to apply for funds appropriated State Legislature to support 2020 Census complete-count efforts.

**BACKGROUND AND IMPACT**

The U.S. Constitution (Article I, Section 2) mandates that a headcount occurs every ten years, of everyone residing the United States. It includes *all* people, irrespective of age, race, or citizenship status. The 2020 Census, for the first time, will offer online self-response to the 10 questions beginning March 12, 2020 and ending July 24, 2020. The population counts from the Census will determine the number of seats each state has in the United States House of Representatives. The population data is also used by the State to apportion and redistrict legislative and school districts. Finally, New Mexico receives over $7.8 billion each year through census-informed federal programs which benefit the entire community by providing per capita funds for health care, nutrition, highways, education, and housing. Each New Mexican not counted equates to a loss of approximately $3,745 in funding per year. If New Mexico undercounts residents by only 1%, the State would lose an estimated $780 million in revenue over the next 10 years.

To address the challenges of a complete and accurate count, Governor Michelle Lujan Grisham issued Executive Order 2019-007, creating the Statewide Complete Count Commission (“SCCC”). New Mexico’s communication and outreach strategy will focus on geographic areas containing populations who are least likely to respond and had low self-response rates in 2010. These areas and populations are commonly referred to as hard-to-count (“HTC”). It is estimated that approximately 43% of New Mexico’s population live in HTC areas and New Mexico is considered the hardest state to count in the nation.

**FUNDS AVAILABLE TO TRIBES, NATIONS & PUEBLOS**

The New Mexico Legislature appropriated $3.5 million to Department of Finance & Administration to support local government complete count efforts for the 2020 Census. Of these appropriated funds, $2.4 million is available to participating New Mexico counties to conduct 2020 Census outreach, promotion, and education to increase the self-response rate and accuracy of the 2020 Census, and $400,000 to tribal governments through IAD. This letter provides an offer to tribal governments to apply for allocated funds to promote participation in the 2020 Census. To receive outreach funding, tribes must provide a resolution, or a letter signed by tribal leadership indicating membership in a Complete Count Committee (“CCC”), complete the outreach plan, and enter into an intergovernmental agreement with IAD. Tribes play a significant role in ensuring that all New Mexicans are aware of the Census and are counted.

Tribes who want to receive outreach funding must submit the following attached documents to IAD no later than **October 14, 2019**:

1. Tribal Council Resolution or a Letter from Tribal Leadership indicating membership in CCC
2. Intergovernmental Grant Agreement [Attachment I]
3. Outreach Plan [Attachment II]

Indian Affairs Department

ATTN: Drew Roybal-Chavez

Wendell Chino Building

1220 S. St. Francis Drive, 2nd floor

Santa Fe, NM 87505

IAD expects to make funding available no later than **October 28, 2019**.

Sincerely,

Lynn Trujillo

Cabinet Secretary

**Attachment I**

**NEW MEXICO INDIAN AFFAIRS DEPARTMENT**

**INTERGOVERNMENTAL GRANT AGREEMENT**

GRANT AGREEMENT NUMBER:

GRANTOR: New Mexico Indian Affairs Department (GRANTOR)

GRANTOR ADDRESS: Wendell Chino Building, 1220 S. St. Francis Drive, 2nd floor, SANTA FE, NM 87505

GRANTOR CONTACT INFORMATION: Drew Roybal-Chavez

Phone: 505-476-1612

Email: Drew.Roybal-Chavez3@state.nm.us

GRANTEE NAME (GRANTEE): [TRIBE OR PUEBLO]

GRANTEE ADDRESS:

I. THE AWARD

This Intergovernmental Grant Agreement is made in good faith between the Grantor and Grantee named above, effective as of the date of the signature of the Cabinet Secretary of Grantor.

This Grant is to be utilized solely for the purpose of ensuring a fair, accurate and complete count for New Mexico, thereby achieving the highest self-response rate possible of HTC communities and populations in New Mexico.

This award is made from funds appropriated by the Legislature to the Department of Finance & Administration pursuant to N.M. Laws 2019 (54th Legislature, 1st Session), Chapter 271, Section 5(37).

GRANTOR will provide GRANTEE with the Award no later than **October 28, 2019**, provided that GRANTEE submits to GRANTOR: (1) a copy of GRANTEE’s resolution or letter signed by tribal leadership indicating membership in a CCC, in accordance withTask 1 of the Scope of Work herein; (2) an executed copy of this Agreement, in accordance with Task 2 in the Scope of Work herein; and (3) an Outreach Plan, in accordance with Task 3 in the Scope of Work herein.

II. TERMS AND CONDITIONS

1. Scope of Work

The Grantee agrees that it shall utilize funds only to provide promotion and outreach (educate, motivate, activate) activities to inform New Mexicans of the importance of self-responding to the 2020 Census questionnaire and to avoid an undercount as stated in Executive Order 2019-007. The Grantee agrees to make no change in the Scope of Work without written permission from Grantor.

|  |  |
| --- | --- |
| **Task 1 – Provide a copy of a Tribal Resolution or a letter from tribal leadership indicating membership in a Complete Count Committee by October 14, 2019** | |
| 1.0 | The GRANTEE shall either join IAD’s Complete Count Committee or join another Complete Count Committee (“CCC”).    **Contacts:** Amber L. Carrillo, Southern Tribal Partnership Specialist, U.S. Census Bureau  [Amber.l.carrillo@2020census.gov](mailto:Amber.l.carrillo@2020census.gov) 817-897-1601  Kenneth Pin, Northern Tribal Partnership Specialist, U.S. Census Bureau  [Kenneth.c.pin@2020census.gov](mailto:Kenneth.c.pin@2020census.gov) 505-603-0007  Keegan King, Indian Affairs Department, [Keegan.King@state.nm.us](mailto:Keegan.King@state.nm.us), 505-690-2626 |
| **Task 2 – Intergovernmental Grant Agreement executed by GRANTEE by October 14, 2019.**  **[Attachment I]** | |
| **Task 3 – Outreach Plan providing a description of how the GRANTEE plans to expend funds to achieve the highest self-response rate on the 2020 Census questionnaire by October 14, 2019.**  **[Attachment II]** | |
| 3.0 | GRANTEE shall provide an Outreach Plan that includes a local, grassroots approach to reaching the least likely to respond with specific strategies, tactics and timelines, collaboration, plans to leverage other funds, initial plans to subcontract to achieve the highest self-response rate on the Census 2020 questionnaire. To facilitate GRANTEE’s development of its Outreach Plan, Grantee may request assistance from IAD. |
| 3.1 | In the Outreach Plan, GRANTEE shall describe their approach to focus funding and outreach efforts in Tribal Communities. |
| 3.2 | In the Outreach Plan, GRANTEE shall provide a plan showing an integrated and coordinated approach working with the U.S. Census Bureau, the NM 2020 Statewide Complete Count Commission (SCCC), IAD’s CCC, communities, schools, libraries, and community-based organizations (CBOs), to maximize impact and avoid duplication.  The GRANTEE shall explain how by working with partners the grantee will:   * Provide census education and awareness in HTC census tracts during the November to December **Education Phase**. * Conduct community organization and mobilization during the January to mid-March **Motivation Phase**. * Encourage online self-response during the mid-March to Early April **Activation Phase**. * Encourage cooperation with the U.S. Census Bureau enumerators for **Non-Response Follow-Up** (NRFU) during the May – June 2020 timeframe.     Plans should include specific activities and events, with dates, and a description of what methods  will be utilized during each outreach (Educate, Motivate, Activate, NRFU) phase, and who will conduct the work. |
| 3.3 | In the Outreach Plan, GRANTEE shall provide a budget proposal using the budget template [Exhibit A] of the GRANTEE’s allocated outreach funding provided by the GRANTOR including, for example, but not limited to:   * Administrative costs (not to exceed 10% of total allocation) * Outreach (events, meetings, materials, etc.). * Travel * Printing flyers, brochures, posters, stickers, etc. * Media * Contracting or sub granting |
| **Task 4 – Implement Census Outreach Plan Activities and Events from November to June 2020.** | |
| 4.0 | Once GRANTEE has joined a CCC, GRANTEE shall schedule in-person or phone call meetings to work with the State Demographer to map HTC or least likely to respond areas.  **Contact**: Robert Rhatigan, State Demographer, Geospatial Populations Studies Program, University  of New Mexico [rhatigan@unm.edu](mailto:rhatigan@unm.edu) 505-277-4034 |
| 4.1 | GRANTEE may use the UNM-Geospatial Population Studies Hard-to-Count Block Group Maps to update/modify Outreach Plan. <https://gps.unm.edu/census2020/htcmap>  Implement Outreach Plan including, for example, but not limited to:  **Education Phase:** November to December 2019   * Census Training * Technical Assistance * Train-the-Trainer Services   **Motivation Phase:** January to mid-March 2020   * Direct Outreach * Door-to-Door Canvassing * Phone Banking * Coalition Building * Participating in and/or forming Tribal CCCs (includes participation in IAD’s CCC) * Venues * Community Education * Libraries * Events (Athletic, Agricultural, Business Expos, Rodeos, Cultural) * Meetings (Senior Center, Tribal Council Chambers, Wellness Center) * Media Outreach * Local Radio * Local Newspapers * Local Television * Banners/Digital Billboards/Murals/Bus-Wraps/Street Art * Social Media Influencers linking to SCCC’s **icountNM.gov** social media accounts * E-mail blasts to contacts and social networks * *Commit to the Census* Text Messaging Reminders (March 12, 2020 self-response)   **Activation Phase:** Mid-March to Early April 2020   * Assistance Centers for Questionnaire Assistance   **May to June 2020 timeframe**   * Non-Response Follow-Up (NRFU) |

1. Reporting
2. The Grantee shall submit Monthly Reports with the following information: (1) a description of all expenditures; (2) the relationship of that expenditure to the stated scope of work; and (3) any other relevant information. Grantee shall submit the Monthly Reports along with the Monthly Expenditure Report (see template in Exhibit B) during the term of the Grant Agreement. The first Monthly Report with the Monthly Expenditure Report [Exhibit B] is due **November 10, 2019**. Reports are due monthly by the 10th day of the following month and must provide a comprehensive itemization of expenditures. If the Grantee uses awarded funds to contract with a third-party community-based organization to provide outreach services, the Grantee must document in the Monthly Expenditure Report template [Exhibit B] the Grantee’s expenditures arising from every contract and proof of payment.
3. The Grantee shall submit a Final Performance and Financial Report that includes a narrative of accomplishments under this Grant Agreement and a summary of actual costs. The Grantee shall promptly remit any unused funds to Grantor, in accordance with the terms provided herein. The Final Performance and Financial Report is due on **June 30, 2020**. At a minimum, the Final Performance and Financial Report shall include: (1) Overview of Non-Response Follow-Up activities during the May-June, 2020 timeframe; (2) Detailed report on strategies, tactics and timeline(s) used throughout the Census Outreach Campaign; (3) Lessons learned and best practices that may inform subsequent Census outreach efforts; (4) Recommendations for 2030; (5) List of contracts entered into, including identification of subcontractors; (6) List of partnerships formed; (7) Full list of activities and events for Census outreach; and (8) Copies of creative media, videos, flyers, and advertisements used in Census outreach efforts.
4. A summary of the reporting-related due dates is as follows:

|  |  |  |
| --- | --- | --- |
|  | **Reports** | **Due Date** |
| 1 | Monthly Report [Exhibit B] | Monthly by the 10th day of the following month |
| 2 | Final Performance and Financial Report | June 30, 2020 |

1. Reports shall be sent electronically to Drew Roybal-Chavez at [Drew.Roybal-Chavez3@state.nm.us](mailto:Drew.Roybal-Chavez3@state.nm.us)
2. Additional Reporting Requirements

The Grantee must immediately report in writing to the Grantor any alleged acts or allegations of fraud or misappropriation of funds for work authorized under this Grant Agreement. This extends to reporting any legal action, lawsuit, bankruptcy, or other action that may jeopardize the successful completion of the Scope of Work.

1. Award

The Grantee may seek an award for all qualifying expenditures as described above. Grantor will advance the entire Grant award upon successful completion of application and execution of this Grant. The Grant award offer to [TRIBE] is an amount of $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The award amount was calculated by allocating a base amount to each New Mexico tribe and then proportionally distributing the remaining money by population.

1. Purchases

All purchases shall comply with the requirements of the Tribal Government’s Procurement Code and the rules promulgated thereunder. All expenditures by Grantee shall be supported with proper procurement, invoices and proof of payment, and must coincide with and be included in the monthly reports required pursuant to this Agreement. Grantee must expend funds within the state of New Mexico for census related efforts.

1. Record Retention

Grantee must maintain financial and administrative records for funds expended as part of this Grant for a minimum period of six (6) years following the close of this Grant. During the period of record retention, the Grant may be audited, and the Grantee agrees to make their records available to auditors upon request from Grantor.

1. Monitoring

Grantor may periodically monitor the Grantee to ensure that Grant goals, objectives, timelines, budget and other related Grant criteria are being met. Grantor reserves the right to periodically review and conduct analysis of the Grantee’s financial, programmatic, and administrative policies and procedures. This may include unscheduled desk audits and field inspections. The Grantee shall accommodate such requests within reason. If the Grantee encounters any unanticipated problem with the Scope of Work, allowed costs, procurement, permitting, or other difficulty, the Grantee must communicate that problem to Grantor promptly.

H. Notice provisions and Grantee Representatives

Whenever written notices, including written decisions, are to be given or received, related to this Grant, the following provisions shall apply.

The Grantee designates the person(s) listed below, or their successor, as their official representative(s) concerning all matters related to this Grant:

Grantee Principal Point of Contact:

Grantee Secondary Point of Contact:

Grantee agent with authority to sign this Agreement:

1. Liability

Neither party shall be responsible for liability incurred as a result of the other party’s acts or omissions in connection with this Agreement. Any liability incurred in connection with this Agreement is subject to immunities and limitations of the New Mexico Tort Claims Act. Grantor reserves all immunities and limitations on liability provided by law.

1. Property Disposition

Upon the Grantee’s disposition of any property acquired with funds awarded pursuant to this agreement, the Grantee must seek the approval for that disposition from either the New Mexico Board of Finance or the Local Government Division of the Department of Finance and Administration in accordance with state law. The Grantee agrees that approval for the Grantee’s disposition of such property might require reimbursement to the State.

1. Subcontracting

The Grantee may contract any portion of the census outreach activities and services to be performed under this Agreement to a census trained community-based organization working in New Mexico. If Grantee executes any contract in which Grantee commits to paying awarded funds to contractor to perform census outreach-related activities, the Grantee shall inform Grantor of the contract and provide to Grantor a copy of the same, as provided in the reporting requirements herein.

1. Data Confidentiality

The Grantee shall protect the confidentiality, privacy and security of all confidential information and data that could identify an individual or household. The Grantee shall not release any confidential information to any third party or agency.

1. Scope of Agreement

This Agreement constitutes the entire and exclusive agreement between the Grantee and Grantor concerning the subject matter hereof.

1. Termination

This Agreement terminates on June 30, 2020 (“the Termination Date”).

1. Remittance of Undocumented or Unexpended Grant Funds

If the Grantee fails to document in an invoice any expenditures of any Grant funds pursuant to the requirements provided for by Section II.B (“Reporting”) by the Termination Date, then, by that date, Grantee must remit to Grantor those Grant funds for which properly documented expenditures are not provided. If Grantee fails to expend any Grant funds by the Termination Date, then, by no later than that date, Grantee must remit to Grantor any unexpended Grant funds. Grantor reserves the right to claw back from Grantee any undocumented or unexpended funds by any legal means available to Grantor.

IN WITNESS WHEREOF, the Grantee and Grantor do hereby execute this Intergovernmental Grant Agreement as of the date of the Cabinet Secretary below.

This Agreement has been approved by:

GRANTEE:

By:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_        \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Tribal Leader Date*

FOR THE GRANTOR, THE NEW MEXICO INDIAN AFFAIRS DEPARTMENT:

By:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Lynn Trujillo, Cabinet Secretary Date*

**EXHIBIT A**

**CENSUS OUTREACH BUDGET TEMPLATE**

EXHIBIT A

**TRIBE**

**Budget**

**Grant Agreement #:**

**Project: Statewide Complete Count Census Outreach**

**Fiscal Year 2020 (July 1, 2019 to June 30, 2020)**

**Budget Categories**

**BUDGET**

**TOTAL**

**-**

**$**



**EXHIBIT B**

**MONTHLY EXPENDITURE REPORT TEMPLATE**

The Grantee shall submit Monthly Reports that shall contain: (1) a description of all expenditures; (2) the relationship of that expenditure to the stated scope of work; and (3) any other relevant information. Grantee shall submit the Monthly Reports along with the Monthly Expenditure Report during the term of the Grant Agreement. The first Monthly Report with the Monthly Expenditure Report is due **November 10, 2019**. Reports are due monthly by the 10th day of the following month and must provide a comprehensive itemization of expenditures. If the Grantee uses awarded funds to contract with a third-party community-based organization to provide outreach services, the Grantee must document in the Monthly Expenditure Report template the Grantee’s expenditures arising from every contract and proof of payment (submit copy of invoice).

Submit electronically the monthly written report narrative (Microsoft Word) along with the Monthly Expenditure Report (Microsoft Excel) template [Exhibit B] and a copy of invoice(s) during the term of the Grant Agreement to [drew.roybal-chavez3@state.nm.us](mailto:drew.roybal-chavez3@state.nm.us)



**Attachment II**

**OUTREACH PLAN TEMPLATE**

# Name Complete Count Committee that Tribe or Nation is participating in:

# Project objectives

* Raise awareness of what is at stake for tribal community in NM in the 2020 Census.
* Mobilize tribal community to engage in the 2020 Census to encourage self-response.
* Maximize online self-response to the 2020 Census from March 12, 2020 to end of April 2020.
* Implement a Non-Response Follow-Up plan of activities working with the U.S. Census Bureau numerators who will be knocking on doors May-July 2020 to all New Mexicans who have not self-responded yet.
* **Encourage all New Mexicans to Self-Respond to the census questionnaire online as early as March 12, 2020**.

# The Challenge

Research demonstrates that the historically undercounted populations are often:

* Fearful or mistrustful of government’s ability and willingness to:
  + Protect the privacy of individual responses.
  + Ensure that the information provided is not used for any other purpose than developing a statistical picture of the country, especially a purpose that could bring harm to an individual, household or community.
  + Ensure information provided is not shared with other agencies.
* Unaware or unconvinced that the accuracy of the Census has any impact on their lives.
* Less likely to have access to the Internet or smartphones.
* Most likely to benefit from the dollars that could be lost if there is an undercount in New Mexico.

# Target audiences

* All residents of tribal community.

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# Suggested Elements of an Outreach Plan

Census outreach strategy needs to:

1. Educate communities about:
   1. What the Census is and is not
   2. Why an accurate count is important to the community
   3. How the information is to be collected
   4. What information will be collected
   5. How the information provided will be used
   6. What the government obligations are to protect the privacy of information
2. Communicate that:
   1. Individual information will not be shared by the U.S. Census Bureau, and
   2. Information will not be used to target communities in harmful ways.
3. Ensure HTC populations:
   1. Are aware of the various language assistance available to them
   2. Are aided to navigate an online or paper form
   3. Are provided with the internet connection to complete their form
4. Mobilize tribal community members to:
   * 1. Make an inventory of potential resources to support the education and awareness process, and
     2. A venue for education or census completion.
   1. Educate all residents about the census process.
   2. Serve as a resource to answer questions or address concerns.
   3. Prepare a group of trusted messengers to serve as informed educators at outreach events.
   4. Make a list of events from now until Census Day that can be used to educate tribal community members about the Census and its importance.
   5. Develop targeted messages—especially with concrete examples of how Census data has helped thecommunity in the past.
   6. Assemble a contact list of individuals willing to *Commit to the Census* who can be emailed, texted, or called once the Census portal is open with reminders to self-respond.
   7. Provide assistance in the completion of the census forms.

# Outreach Timeline

## **Provide a timeline to address efforts throughout the various phases:**

## **Awareness and Education Phase**: November to December 2019

* Information tables at public community events (conferences, fairs, tribal gatherings, rodeos, concerts, etc.) with brochures and factsheets.

1. **Motivation Phase**: January to March 2020

* Place flyers, brochures, and posters in strategic locations
* Distribute printed information and make volunteers available to answer questions about the census

## **Activation Phase**: Mid-March to April 1, 2020 (CENSUS DAY)

* Have flyers, brochures, stickers, and posters at strategic locations, encouraging self-response today
* Send reminders in utility bill, or via text, email, and calls to those who signed *Commit to the Census*

1. **Non-Response Follow-Up**: May to June 2020