

ORIANA SANDOVAL



- **CEO Center for Civic Policy**
- **Co-Chair NM Community Engagement Complete Count Committee**
- **Co-Director NM Civic Engagement Table**

CURRENT CHALLENGES:



Citizenship Question

- Used as a tool for intentional suppression of communities of color
- The controversy of this question has created more fear/mistrust
- Greatly impacts participation rates of Hispanics/Latinxs



NO Trust In The Process

- NO trust in the government due to actions by the current administration
- Concerns on data security (confidentiality)
- There is concern on how Census data could be used against community/individual



New Mexico Realities

- Historical mistrust with federal government
- Ranks as one of the hardest to count states in the union
- Compounding challenges: low internet access, rural geography, & high poverty rates

ROLE OF CIVIC ORGS:



COMMUNITY RELATIONSHIPS

Most civic groups already hold relationships and work directly with hard-to-count (HTC) communities.



ADDED EXPERTISE

Years of combined experience in field work, narrative & messaging with HTC communities.



TRUSTED MESSENGERS

Civic groups serve as trusted messengers for ongoing civic engagement efforts -2020 Census being one of them.

CIVIC ORGANIZATIONS IN 2020 CENSUS EFFORTS:

In NM, participation and input from civic organizations' representatives and leaders has been intentional throughout planning and implementation of any 2020 Census efforts such as:

- **State of New Mexico Complete Count Committee appointed by Gov. Michelle Luján Grisham**
- **City & County Complete Count Committees across the state**
- **Intentional collaboration between philanthropy groups and civic organizations for coordinated and strategic resource investment**