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/Latinx

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