



DIVERSITY & DATA

NEW MEXICO MAINSTREET

2021 FALL INSTITUTE

AMY M. BARNHART, REVITALIZATION SPECIALIST IN
PRESERVATION & NON-PROFIT RESOURCE
DEVELOPMENT

RHEA SERNA, REVITALIZATION SPECIALIST IN
PROPERTY REDEVELOPMENT

WHY IS VALUING THE
CULTURE, HISTORY,
& **PEOPLES** OF OUR
DIVERSE NEW
MEXICO MAINSTREET
COMMUNITIES
IMPORTANT?

When all voices are included, valued, and invited to have a seat at the table, we create opportunities for:

- Building relationships
- Developing strong leaders
- Increasing local property ownership
- Increasing community pride
- Increasing homegrown local entrepreneurs
- Increasing awareness of different perspectives

Making the Case for Diversity within Your Non-Profit Organization

Decision-Making & Responsiveness

- More understanding, experience, and perspective upon which to draw, leads to better decision making, able to identify the full range of opportunities and risks.
- Greater understanding of the community's needs and ability to deliver better services.
- Ability to respond to external influences that are changing the environment for those served and in which the organization is working.

Resource Development

- Connections with more/different potential donors, volunteers, and partners.
- Wider array of experiences to connect with donors and volunteers.
- Funders may ask your organization to demonstrate that your board make-up reflects local demographics (GAMSA).
- People feel more welcome volunteering for organizations with at least a few others who share their culture, language and experiences.

Strengthen Relationships & Networks

- Build social capital/cohesion among diverse populations
- Attract greater numbers of those who can utilize organization's services (businesses, community)

- Add a broader perspective to all engagement strategies (community, businesses, volunteers, donors)
- If all the board members travel in the same social circle, identifying and cultivating new board members will be a constant challenge.



Understanding your community's demographics:

- Have more inclusive outreach
- Create a baseline for your efforts
- Create more welcoming MainStreets



DEMOGRAPHICS, DATA, AND DIVERSITY

WHAT DOES IT MEAN FOR OUR MAIN STREETS?



We Believe that

Main Streets Are for Everyone

At the core of our approach to revitalization is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement...

ECONOMIC VITALITY

DESIGN

PROMOTION

ORGANIZATION

Play (1)

My Data

Demographics

Incomes & Spending

Housing

Lending

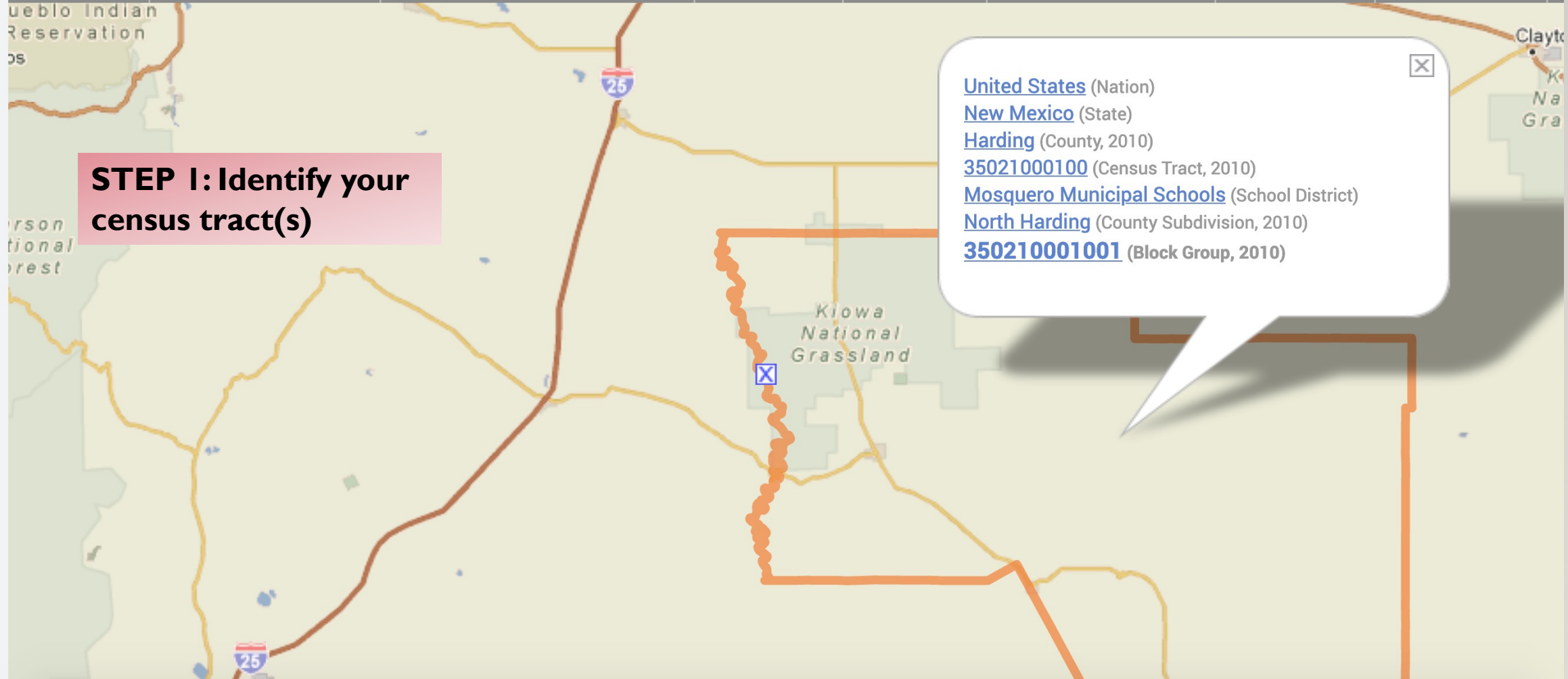
Quality of Life

Economy

Education

STEP 1: Identify your census tract(s)

- [United States](#) (Nation)
- [New Mexico](#) (State)
- [Harding](#) (County, 2010)
- [35021000100](#) (Census Tract, 2010)
- [Mosquero Municipal Schools](#) (School District)
- [North Harding](#) (County Subdivision, 2010)
- [350210001001](#) (Block Group, 2010)





STEP 2: Go to census.gov & click on “Advanced Search”

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

Find Tables, Maps, and more ...



[Advanced Search](#) [? Help](#) [Feedback](#)

Geography	Year	Estimate	Standard Error	Lower Bound	Upper Bound
United States	2019	331,162,000	1,000,000	329,162,000	333,162,000
Alabama	2019	5,012,000	10,000	4,992,000	5,032,000
Alaska	2019	733,000	1,000	732,000	734,000
Arizona	2019	7,151,000	15,000	7,136,000	7,166,000
Arkansas	2019	3,011,000	10,000	2,991,000	3,031,000
California	2019	39,538,000	100,000	39,438,000	39,638,000
Colorado	2019	7,151,000	15,000	7,136,000	7,166,000
Connecticut	2019	3,565,000	10,000	3,545,000	3,585,000
Delaware	2019	1,058,000	1,000	1,057,000	1,059,000
District of Columbia	2019	705,000	1,000	704,000	706,000
Florida	2019	21,505,000	50,000	21,455,000	21,555,000
Georgia	2019	10,781,000	25,000	10,756,000	10,806,000
Hawaii	2019	1,058,000	1,000	1,057,000	1,059,000
Idaho	2019	1,833,000	5,000	1,828,000	1,838,000
Illinois	2019	12,812,000	30,000	12,782,000	12,842,000
Indiana	2019	6,785,000	15,000	6,770,000	6,790,000
Iowa	2019	3,190,000	10,000	3,175,000	3,205,000
Kansas	2019	1,781,000	5,000	1,776,000	1,786,000
Kentucky	2019	4,505,000	15,000	4,490,000	4,520,000
Louisiana	2019	4,648,000	15,000	4,633,000	4,663,000
Maine	2019	1,365,000	5,000	1,360,000	1,370,000
Maryland	2019	6,177,000	15,000	6,162,000	6,192,000
Massachusetts	2019	7,017,000	20,000	6,997,000	7,037,000
Michigan	2019	10,099,000	25,000	10,074,000	10,124,000
Minnesota	2019	6,071,000	15,000	6,056,000	6,086,000
Mississippi	2019	2,968,000	10,000	2,948,000	2,988,000
Missouri	2019	6,155,000	15,000	6,140,000	6,170,000
Montana	2019	1,083,000	5,000	1,078,000	1,088,000
Nebraska	2019	1,961,000	5,000	1,956,000	1,966,000
Nevada	2019	3,190,000	10,000	3,175,000	3,205,000
New Hampshire	2019	1,365,000	5,000	1,360,000	1,370,000
New Jersey	2019	9,288,000	25,000	9,263,000	9,313,000
New Mexico	2019	2,096,000	10,000	2,086,000	2,106,000
New York	2019	20,486,000	50,000	20,436,000	20,536,000
North Carolina	2019	10,439,000	25,000	10,414,000	10,464,000
North Dakota	2019	781,000	5,000	776,000	786,000
Ohio	2019	11,592,000	30,000	11,562,000	11,622,000
Oklahoma	2019	4,076,000	15,000	4,061,000	4,091,000
Oregon	2019	4,076,000	15,000	4,061,000	4,091,000
Pennsylvania	2019	12,812,000	30,000	12,782,000	12,842,000
Rhode Island	2019	1,058,000	1,000	1,057,000	1,059,000
South Carolina	2019	5,298,000	15,000	5,283,000	5,313,000
South Dakota	2019	812,000	5,000	807,000	817,000
Tennessee	2019	6,913,000	20,000	6,893,000	6,933,000
Texas	2019	29,145,000	75,000	29,070,000	29,220,000
Utah	2019	3,190,000	10,000	3,175,000	3,205,000
Vermont	2019	643,000	5,000	638,000	648,000
Virginia	2019	8,646,000	25,000	8,621,000	8,671,000
Washington	2019	7,703,000	20,000	7,683,000	7,723,000
West Virginia	2019	1,833,000	5,000	1,828,000	1,838,000
Wisconsin	2019	5,891,000	15,000	5,876,000	5,906,000
Wyoming	2019	583,000	5,000	578,000	588,000

Tables

Check out our new table display which allows you to dynamically add geographies, topics, or any applicable filters. You can reorder, pin, and hide columns all with simple drag and drop functionality. Tab through different tables to make sure you found the right one, customize it, and then download multiple vintages of it quickly. If you don't see a functionality you need, find a bug, or have a comment, drop us a line at cedsci.feedback@census.gov.

// Search / Advanced Search

Advanced Search

Table ID (e.g., DP05)

**STEP 3: Browse by
“Geography”**

Narrow search with filters

FIND A FILTER

e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

- Topics
- Geography
- Years
- Surveys
- Codes

Please select a filter to narrow your search.

// Search / Advanced Search

Advanced Search

Table ID (e.g., DP05)

**STEP 4: Select "Tract" then
"New Mexico" then your
county and census tract(s)**

Narrow search with filters

FIND A FILTER

Q e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

GEOGRAPHY

Show Summary Levels

County

Tract

Block Group

Block

Population Tabulation Area (Five-Digit)

Metropolitan Statistical Area

County

County

WITHIN (STATE)

Nebraska

Nevada

New Hampshire

New Jersey

New Mexico

New York



WITHIN (COUNTY)

Quay County, New Mexico

Rio Arriba County, New Mexico

Roosevelt County, New Mexico

San Juan County, New Mexico

San Miguel County, New Mexico

Sandoval County, New Mexico

Santa Fe County, New Mexico



SAN MIGUEL COUNTY, NEW ME...

Within Other Geographies

All Census Tracts within San Miguel County, New Mexico

Census Tract 9572, San Miguel County, New Mexico

Census Tract 9573, San Miguel County, New Mexico

Census Tract 9574, San Miguel County, New Mexico

Selected Filters:

Census Tract 9573, San Miguel County, New Me...
Geography

CLEAR FILTERS

SEARCH

About 91,135 results | Filter

EXPLORE DATA

2,471 Total Population in Census Tract 9573, San Miguel County, New Mexico

Source 2019 American Community Survey 5-Year Estimates
https://www.census.gov/programs-surveys/acs/



ACS & CPS 2004-2018

Public Use Microdata

Create record level custom tables



Tables

ACS DEMOGRAPHIC AND HOUSING ESTIMATES

Survey/Program: American Community Survey
Years: 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010
Table: DP05



STEP 5

What is ACS?

TOTAL POPULATION

Survey/Program: American Community Survey
Years: 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010
Table: B01003

TOTAL POPULATION

Survey/Program: Decennial Census
Years: 2010
Table: P1

AGE AND SEX

Survey/Program: American Community Survey

AMERICAN COMMUNITY SURVEY (ACS)

Experimental Data

Data Tables & Tools

Data via FTP

Summary File

Variance Replicate Tables

Race/Ethnicity and American Indian & Alaska Native Data

Equal Employment Opportunity (EEO) Data

Custom Tables

< Back to American Community Survey (ACS)



American Community Survey Data



The American Community Survey (ACS) releases new data every year through a variety of data products that you can access with different data tools. Learn more about these tools, as well as the different types of tables and profiles powered by ACS data. We also have information about other special datasets, such as the ACS Summary File and Public Use Microdata Sample (PUMS) files.

Ready to start? Check out data.census.gov, the Census Bureau's main data dissemination tool. Here, you can access tables and maps with ACS data. You can also view [data.census.gov Resources](#) if you need additional information.

[GO TO DATA.CENSUS.GOV](https://data.census.gov)

Here are links to a few popular tables:

- [Selected Social Characteristics in the United States](#)
- [Selected Economic Characteristics](#)
- [Selected Housing Characteristics](#)
- [Demographic and Housing Estimates](#)

Related Information

[Data](#)

[What is data.census.gov?](#)

[Contact Us](#)

You May Be Interested In

RELATED TOPICS

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AROUND THE BUREAU

[Email Updates](#)

MOST POPULAR

[Share Your ACS Data Story](#)

Is this page helpful? ✕
👍 Yes 👎 No



Hierarchy of Census Geography. From Nation to Block

How Do I Access Data for My Neighborhood (tracts & blocks) from the 2020 Censu...



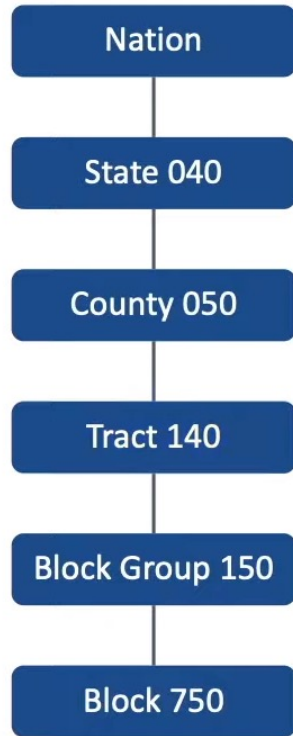
Watch later



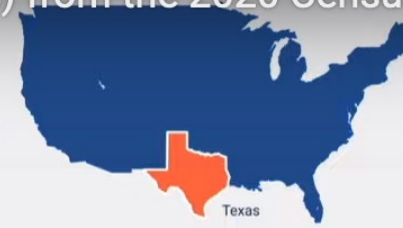
Share



Info



State in Nation



Texas

County in the State



Harris County

Tract in the County



Block Group in the Tract



Block in the Block Group



Block



MORE VIDEOS



1:09 / 7:53



YouTube



As you review your community's data, consider the following:

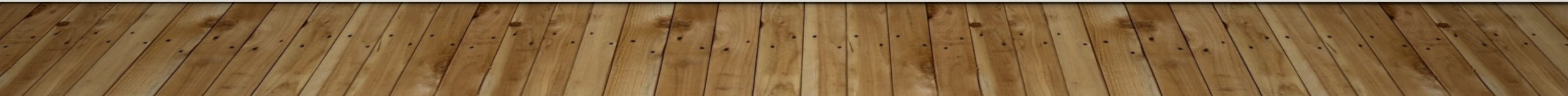
- Does your Main Street program's **board and staff** reflect the demographics of your community?
- Do the **people** who attend your Main Street **events** represent the full demographic diversity of your community?
- Do your Main Street **businesses** serve the folks who live in the **community and the region**?
- How does your **community compare** to the demographics of **New Mexico**?

SHARE YOUR OBSERVATIONS WITH EACH OTHER.



**Now take some extra time to review and discuss this
final question:**

What are some **strategies** you can undertake to create
more diversity in your **Main Street** and in your
organization?



RESOURCES

Main Street America:

Demographic, Data, & Diversity: Understanding your Community

<https://youtu.be/vUsKcUdzowI>

U.S. Census:

Data Gems: How Do I Access Data for My Neighborhood from the 2020 Census Redistricting Files, & Diversity

<https://youtu.be/ILZPYS0cR68>

Policy Map:

Data Indicators with Mapping Platform

<https://www.policymap.com/>

Census Reporter:

Free Open-Source Project to make U.S. Census Data Easier to Use

<https://censusreporter.org/>

Census QuickFacts

Provides statistics for all states and counties, and for cities and towns with a **population of 5,000 or more**.

[U.S. Census Bureau QuickFacts: United States](https://www.census.gov/quickfacts/US)

U.S. Census "Advanced Search"

Where to start your Census browsing

<https://data.census.gov/cedsci/advanced>

RESOURCES TO LEARN MORE ABOUT DIVERSITY & NONPROFITS

- [Why Diversity and Inclusion Are Critical to Fundraising Success | Association of Fundraising Professionals \(afpglobal.org\)](#)
- [Nonprofits & Diversity: Why a Lack of Diversity Can Have a Negative Impact - BoardEffect](#)
- [Diversity on Nonprofit Boards | National Council of Nonprofits](#)
- [Diversity in Nonprofit Board Governance \(tfec.org\)](#)
- [Why Diversity, Equity, and Inclusion Matter for Nonprofits | National Council of Nonprofits](#)
- [Diversity, Equity, and Inclusion Assessment - Event Summary | Online Registration by Cvent](#)



THANK YOU!

Amy M. Barnhart

Revitalization Specialist in Preservation &
Non-Profit Resource Development

ambconsultingnm@gmail.com

773-368-7557



Rhea Serna

Revitalization Specialist in Property
Redevelopment

rheaserna@gmail.com

415-519-5659

