

CITY of ALBUQUERQUE

TWENTY THIRD COUNCIL

COUNCIL BILL NO. F/S R-19-117 ENACTMENT NO. _____

SPONSORED BY: Borrego, Benton, Peña and Sanchez

1 RESOLUTION
2 CREATING A CENSUS 2020 COMPLETE COUNT POLICY FOR THE CITY OF
3 ALBUQUERQUE AND THE COUNTY OF BERNALILLO , ESTABLISHING A
4 CENSUS 2020 COMPLETE COUNT COMMITTEE TO PROMOTE A 2020
5 CENSUS AWARENESS CAMPAIGN WITH THE GOAL OF ENSURING THAT
6 EVERY RESIDENT IN BERNALILLO COUNTY AND ALBUQUERQUE IS
7 COUNTED, PROVIDING INSTRUCTIONS FOR AN ACTION PLAN, AND MAKING
8 AN APPROPRIATION.

9 WHEREAS, a decennial census of every resident is required under Article
10 I, Section 2 of the United States Constitution. A complete census count of all
11 residents is vitally important to the funding and delivery of government
12 services and provide for the welfare of the people of the United States of
13 America; and

14 WHEREAS, an accurate census is essential for the allocation of
15 representation in the United States House of Representatives, the New Mexico
16 State Legislature, the Bernalillo County Commission, the Albuquerque City
17 Council, the Albuquerque Public Schools Board of Education, the Central New
18 Mexico Community College Governing Board, the Albuquerque Metropolitan
19 Flood Control Authority and all public boards and agencies with population
20 based representation; and

21 WHEREAS, race and ethnicity data is critical in developing and
22 delivering federal, state and local programs and initiatives on an equitable
23 basis; and

24 WHEREAS, a census undercount has the potential to severely injure the
25 State of New Mexico via inaccuracy, so the City of Albuquerque and the
26 County of Bernalillo strongly desire an actual, accurate enumeration; and

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WHEREAS, the annual appropriations of federal intergovernmental funding for health, education, transportation, child and elder care, emergency preparation and response, and social growth and support programs of all kinds depend on complete and accurate age, population and other ethnic and demographic information that is gathered every ten years; and

WHEREAS, all units of government, large and small corporations, non-profit organizations, faith based organizations and local businesses of all sizes require accurate information about population, family size and income data, for purposes of making investments, job development, marketing guidance, and to determine the impact of education, health and social programs; and

WHEREAS, the Census count is extensive work, and the Census Bureau requires partners at the state and local levels to ensure a complete and accurate count. The City of Albuquerque would be joining 39,000 government entities throughout the United States and its territories that are in partnership with the U.S. Bureau of the Census; and

WHEREAS, a combined City of Albuquerque and County of Bernalillo Complete Count Committee would be the most effective and efficient means to ensure an accurate and complete count. Many of the stakeholders in the Census process for the City of Albuquerque and the County of Bernalillo are one and the same, and a cooperative effort by the two agencies is the most effective and efficient use of personnel and resources. These stakeholders include agencies and outreach groups that can provide the access to and the resources for reaching out to the general population, especially those individuals in hard to count categories.

WHEREAS, the County and City welcome assistance and advice from state, tribal and local agencies, especially community-based organizations, school districts, local businesses, and traditional and new media in counting the entire population, especially hard to count, or undercounted, populations; and

WHEREAS, the more informed residents are about the 2020 Census operations, the better their understanding of the census process becomes,

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1 thus increasing their willingness to be a part of an accurate and successful
2 enumeration in 2020 and to trust the confidentiality of the information
3 gathered through the Census including that:

4 – Individual and family information is held completely in
5 confidence by strong federal laws supported by consistent court rulings at all
6 levels and is never released even to other units of local, state or federal
7 governments except in large statistical totals, or to family members after 72
8 years and only for genealogical purposes; and

9 – The Supreme Court of the United States has ruled against the
10 use of statistical sampling to adjust for counting overages or undercounting
11 in the census; and WHEREAS, the County of Bernalillo has appropriated
12 \$100,000 to support and administer a Census 2020 Complete Count initiative.

13 WHEREAS, the FY2019 General Fund Budget for the City of
14 Albuquerque includes a line item of \$20,000 for the Finance and
15 Administration Department to fund the FY2019 activities for a Census 2020
16 Complete Count Committee and through this Resolution will appropriate an
17 additional \$80,000 in Fiscal Year 2019 so as to match the County’s financial
18 commitment to this initiative.

19 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
20 ALBUQUERQUE:

21 Section 1. COMPLETE COUNT POLICY: it is the policy of the City of
22 Albuquerque to achieve a complete and accurate count of all residents within
23 the City of Albuquerque and the County of Bernalillo for the 2020 Census. To
24 reach this goal the City shall commit the necessary resources and efforts and
25 do so in partnership with the County of Bernalillo and stakeholders
26 throughout the community.

27 Section 2. BERNALILLO COUNTY/ALBUQUERQUE CENSUS 2020
28 COMPLETE COUNT COMMITTEE: a City of Albuquerque/Bernalillo County
29 Census 2020 Complete Count Committee is hereby created with the charge to
30 ensure that every resident in the City of Albuquerque and the County of
31 Bernalillo is counted in the 2020 Census. The Committee shall be an advisory
32 committee to support the planning and implementation of local educational

1 initiatives and creation and implementation of public outreach and publicity
2 programs so as to increase community participation in the Census.

3 The Complete Count Committee shall consist of no fewer than 12
4 members and one Chairperson. The total number of members must be an even
5 number not including the chair person. The members and the chair shall be
6 appointed jointly by the Chair of the Bernalillo County Commission and the
7 Mayor of Albuquerque. The Mayor's appointments shall be made with the
8 advice and consent of the City Council and as provided in §2-6-1-3 (B) ROA
9 1994. The membership will be composed of representatives from a wide cross-
10 section of the County and the City including but not limited to:

- 11 • The Mayor or their Designated Representative,
- 12 • County of Bernalillo Commissioners,
- 13 • City Councilors,
- 14 • The County Manager or their representative,
- 15 • Before and after school programs,
- 16 • Childcare organizations, including preschool and
17 daycare especially those with consistent access to
18 children under 5,
- 19 • Chamber of Commerce and Business Groups,
- 20 • Community Organizations,
- 21 • Education Agencies including those with consistent
22 access to children under 5,
- 23 • Faith Based Organizations,
- 24 • Housing and Homelessness Organizations,
- 25 • Immigrant and Refugee Organizations,
- 26 • Libraries,
- 27 • Multi-Cultural Groups,
- 28 • Neighborhood Organizations,
- 29 • New and Traditional Media Organizations,
- 30 • Senior Centers, Senior Housing, and Elder
31 Organizations,
- 32 • Social Service Agencies and Organizations,

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- 1 • State, Local and Tribal Public Agencies,
- 2 • Tribal Agencies and Native American Organizations,
- 3 • Workforce Development Experts, and
- 4 • Youth Organizations.

5 The committee chairperson and committee members shall be appointed
6 to serve for a term to continue through June 2020. The Chair of the County
7 Commission and the Mayor may jointly remove a member of the Census 2020
8 Complete Count Committee for good cause that is stated in writing.

9 Section 3. CENSUS 2020 COMPLETE COUNT ACTION PLAN: It shall be
10 the responsibility of the City of Albuquerque/Bernalillo County Census 2020
11 Complete Count Committee to develop and implement an action plan that will
12 include but is not limited to the following objectives:

13 (A). The Committee will utilize local knowledge, expertise and
14 influence of each committee member to design and implement a census
15 awareness action plan that includes but is not limited to the following:

- 16 • Accuracy,
- 17 • Actively encourage all County and City residents,
18 especially hard- to-count communities, to respond to the Census, with the
19 possible exception of a citizenship question,
- 20 • Actively encourage City and County residents to
21 participate in events and initiatives that will raise the overall awareness of the
22 2020 Census and increase participation especially among the County's and
23 Albuquerque's hard-to-count communities,
- 24 • Support the historical and traditional just and tolerant
25 goals and ideals of the 2020 Census,
- 26 • Increase community participation in the Census by
27 assisting the US Bureau of the Census in planning and conducting local
28 initiatives,
- 29 • Lead activities promoting the 2020 Census awareness
30 campaign,

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1 • Assist the Bureau of the Census in design and
2 implementation of a census awareness campaign targeted to the
3 Albuquerque/Bernalillo County community, and

4 • Bring together a cross-section of community leaders
5 whose focus is 2020 Census awareness.

6 (B). The Committee’s activities may include, but are not limited to,
7 the following:

8 • Reviewing and creating posters, flyers, handouts, and
9 materials for use by the media and others,

10 • Reviewing and creating materials for public service
11 announcements through multiple media platforms, including print, radio,
12 social media and television,

13 • Speaking at public forums, pop up events,
14 neighborhood meetings, fraternal organizations, business organizations and
15 schools, for the purpose of promoting and informing people of the Census,

16 • Reviewing and creating census messages in utility bills,
17 grocery bags, monthly billing statements, payroll checks, at workplace staff
18 assemblies and elsewhere,

19 • Promoting the use of Spanish language questionnaires
20 and other language/translation/disability access materials as needed.

21 (C). To best implement the action plan the Committee shall form
22 subcommittees organized by, at a minimum, hard to reach categories that will
23 periodically report to the Committee.

24 Section 4. CITY SUPPORT TO THE ALBUQUERQUE CENSUS 2020
25 COMPLETE COUNT COMMITTEE: the City of Albuquerque, in partnership with
26 the County of Bernalillo, shall provide support staff and resources to the
27 Census 2020 Complete Count Committee especially from City offices whose
28 missions and capabilities are tailored to the public outreach necessary for an
29 accurate and successful census count including the:

- 30 • The Office of the Chief Administrative Officer,
31 • City Council Services Department,
32 • Albuquerque Public Library System,

- 1 • Community Recreation Division-Community Centers,
- 2 • Department of Senior Affairs-Senior and Multi-
- 3 Generational Centers, and
- 4 • The Technology and Innovation Department’s 311
- 5 Citizen Contact Center, Web Site Manager and OneAlbuquerque mobile
- 6 Application.

7 Section 5. ALBUQUERQUE BERNALILLO COUNTY WATER UTILITY
 8 AUTHORITY PARTICIPATION: The City and County also encourage the
 9 Albuquerque Bernalillo Water Utility Authority Customer Services Division to
 10 provide support through its billing system.

11 Section 6. STATUS REPORTS OF COMMITTEE:

12 (A) The Chief Administrative Officer and their designated
 13 representative shall within 60 days of the adoption of this resolution submit
 14 to the City Council a memo outlining a joint City/County Staff work plan for
 15 the committee that includes goals, objectives and tasks.

16 (B) The City of Albuquerque/County of Bernalillo Census 2020
 17 Complete Count Committee will provide to the Mayor and the City Council
 18 regular updates and recommendations, quarterly at minimum, for deployment
 19 of resources through completion of the 2020 Census effort. The reports shall
 20 include a status of the goals objectives and tasks listed in Paragraph A of this
 21 section.

22 Section 7. APPROPRIATION OF FUNDS: That the following amounts
 23 are hereby adjusted in the following funds and programs for Fiscal Year 2019:

24 GENERAL FUND – 110

25 Family and Community Services Department	
26 Educational Initiatives	(80,000)
27 Finance and Administrative Department	
28 Strategic Support	80,000

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