

# CITY of ALBUQUERQUE

## TWENTY THIRD COUNCIL

COUNCIL BILL NO. 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, ESTABLISHING A CENSUS 2020 COMPLETE COUNT  
4 COMMITTEE TO PROMOTE A 2020 CENSUS AWARENESS CAMPAIGN WITH  
5 THE GOAL OF ENSURING THAT EVERY RESIDENT IN ALBUQUERQUE IS  
6 COUNTED, PROVIDING INSTRUCTIONS FOR AN ACTION PLAN, MAKING AN  
7 APPROPRIATION.

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

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

19 WHEREAS, race and ethnicity data is critical in developing and  
20 delivering federal state and local programs and initiatives that serve  
21 populations at risk; and

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

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

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

12           **WHEREAS, the City welcomes assistance and advice from state, tribal**  
13 **and local agencies, especially the County of Bernalillo, community-based**  
14 **organizations, school districts, local businesses, and the media in counting**  
15 **the entire population, including traditionally hard to count, or undercounted,**  
16 **populations; and**

17           **WHEREAS, the more informed residents are about the 2020 Census**  
18 **operations, the better their understanding of the census process becomes,**  
19 **thus increasing their willingness to be a part of the successful enumeration in**  
20 **2020 and to trust the confidentiality of the information gathered through the**  
21 **Census including that:**

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

27                   **– The Supreme Court of the United States has ruled against the**  
28 **use of statistical sampling to adjust for counting overages or undercounting**  
29 **in the census; and**

30           **WHEREAS, many of the stake holders in the Census process for the City**  
31 **of Albuquerque and the County of Bernalillo are one and the same and a**  
32 **cooperative effort by the two agencies is the the most efficient use of**  
33 **personnel and resources; and**

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1 WHEREAS, the FY2019 General Fund Budget for the City of Albuquerque  
2 includes, a line item of \$20,000 for the Finance and Administration Department  
3 to fund the FY2019 activities for a Census 2020 Complete Count Committee.

4 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF  
5 ALBUQUERQUE:

6 Section 1. COMPLETE COUNTY POLICY: it is the policy of the City of  
7 Albuquerque to achieve a complete count of residents for the 2020 Census. To  
8 reach this goal the City shall commit the necessary resources and efforts and  
9 do so in cooperation with the County of Bernalillo and stakeholders  
10 throughout the community.

11 Section 2. ALBUQUERQUE CENSUS 2020 COMPLETE COUNT  
12 COMMITTEE: a City of Albuquerque Census 2020 Complete Count Committee  
13 is hereby created with the charge to ensure that every resident in the City of  
14 Albuquerque is counted in the 2020 Census. The Committee shall be an  
15 advisory committee to support the planning of local educational initiatives and  
16 creating public outreach and publicity programs so as to increase community  
17 participation in the Census.

18 The Complete Count Committee shall consist of no fewer than 12  
19 members and one Chairperson. The total number of members must be an even  
20 number not including the chair person. The members and the chair shall be  
21 appointed by the Mayor of Albuquerque with the advice and consent of the  
22 City Council.

23 The membership shall include representatives from the County of  
24 Bernalillo and will also be composed of representatives from a wide cross-  
25 section of the community including but not limited to:

- 26 • The Mayor or their Designated Representative,
- 27 • Members of the City Council,
- 28 • County of Bernalillo,
- 29 • Chamber of Commerce and Business Groups,
- 30 • Community Organizations,
- 31 • Education Agencies,
- 32 • Faith Based Organizations,
- 33 • Media Organizations,

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- 1 • Multi-Cultural Groups,
- 2 • Neighborhood Organizations,
- 3 • Social Service Agencies and Organizations,
- 4 • State, Local and Tribal Public Agencies,
- 5 • Workforce Development Experts, and
- 6 • Youth Organizations.

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

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

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

- 18 • Support the goals and ideals of the 2020 Census,
- 19 • Increase community participation in the Census by  
20 assisting the US Bureau of the Census in planning and conducting local  
21 initiatives,
- 22 • Lead the City in activities promoting the 2020 Census  
23 awareness campaign,
- 24 • Encourage City residents to participate in events and  
25 initiatives that will raise the overall awareness of the 2020 Census and  
26 increase participation,
- 27 • Support the increase in the questionnaire response rate  
28 through a focused, structured, neighbor-to-neighbor program,
- 29 • Assist the Bureau of the Census in design and  
30 implementation of a census awareness campaign targeted to the  
31 Albuquerque/Bernalillo County community, and

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

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

5                   •     Reviewing posters, flyers, handouts, and materials for  
6 use by the media and others,

7                   •     Reviewing materials for public service announcements  
8 through multiple media platforms, including print, radio, social media and  
9 television,

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

13                  •     Reviewing census messages in utility bills, grocery  
14 bags, monthly billing statements, and payroll checks, and

15                  •     Promoting the use of Spanish speaking questionnaires  
16 and materials as needed.

17                  (C). To best implement the action plan the Committee shall as it  
18 deems necessary form subcommittees organized by either task (e.g. hard to  
19 reach citizens) or by category, (e.g. youth).

20                  Section 4. CITY SUPPORT TO THE ALBUQUERQUE CENSUS 2020  
21 COMPLETE COUNT COMMITTEE: the City of Albuquerque shall provide  
22 support staff and resources to the Census 2020 Complete Count Committee  
23 especially from City offices whose missions and capabilities are tailored to the  
24 public outreach necessary for a successful census count including the:

- 25                  •     The Office of the Chief Administrative Officer,
- 26                  •     City Council Services Department,
- 27                  •     Albuquerque Public Library System,
- 28                  •     Community Recreation Division-Community Centers,
- 29                  •     Department of Senior Affairs-Senior and Multi-  
30 Generational Centers, and

31                  •     The Technology and Innovation Department’s 311  
32 Citizen Contact Center and Web Site Manager.

1                   Section 5. ALBUQUERQUE BERNALILLO COUNTY WATER UTILITY  
2    **AUTHORITY PARTICIPATION:** The City also encourages the Albuquerque  
3    Bernalillo Water Utility Authority Customer Services Division to provide  
4    support through its billing system.

5                   Section 6. STATUS UPDATES OF COMMITTEE: the City of  
6    Albuquerque/County of Bernalillo Census 2020 Complete Count Committee  
7    will provide to the Mayor and the City Council regular updates and  
8    recommendations, quarterly at minimum, for deployment of resources through  
9    completion of the 2020 Census effort.

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