



City of Albuquerque

City of Albuquerque
Government Center
One Civic Plaza
Albuquerque, NM 87102

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Title: F/S Creating A Census 2020 Complete Count Policy For The City Of Albuquerque And The County Of Bernalillo , Establishing A Census 2020 Complete Count Committee To Promote A 2020 Census Awareness Campaign With The Goal Of Ensuring That Every Resident In Bernalillo County And Albuquerque Is Counted, Providing Instructions For An Action Plan, And Making An Appropriation (Borrego, Benton, Peña, Sanchez)
Sponsors: Isaac Benton, Klarissa J. Peña
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1/31/2019	3	Mayor	Signed by the Mayor	
1/29/2019	2	City Council	Sent to Mayor for Signature	
1/23/2019	1	City Council	Motion	Pass
1/23/2019	1	City Council	Amended	Pass
1/23/2019	1	City Council	Amended	Pass
1/23/2019	1	City Council	Passed as Substituted, as Amended	Pass
1/23/2019	1	City Council	Substituted	Pass
1/7/2019	1	President	To be heard at the Council Meeting	
1/7/2019	1	City Council	Introduced	

CITY of ALBUQUERQUE TWENTY THIRD COUNCIL

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

SPONSORED BY: Borrego, Benton, Peña and Sanchez

RESOLUTION

F/S Creating A Census 2020 Complete Count Policy For The City Of Albuquerque And The

County Of Bernalillo , Establishing A Census 2020 Complete Count Committee To Promote A 2020 Census Awareness Campaign With The Goal Of Ensuring That Every Resident In Bernalillo County And Albuquerque Is Counted, Providing Instructions For An Action Plan, And Making An Appropriation (Borrego, Benton, Peña, Sanchez)

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

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

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

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

WHEREAS, on January 16th 2019 fifty five members of Congress, including Congresswoman Haaland, issued a letter to the Honorable Wilber Ross the Secretary of Commerce expressing concern regarding the decision by the United States Census Bureau to reduce the number of regional census offices from 12 to 6 and the number of area census offices from over 500 to 248, asserting that the decision to reduce the number of field offices and to focus on on-line census forms will harm the ability of the Bureau to count those persons who are part of hard-to-count populations being these persons have a lower rate of access to the internet.

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

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; and

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

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

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

WHEREAS, the County of Bernalillo has appropriated \$100,000 to support and administer a Census 2020 Complete Count initiative; and

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

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

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

Section 2. BERNALILLO COUNTY/ALBUQUERQUE CENSUS 2020 COMPLETE COUNT COMMITTEE: a City of Albuquerque/Bernalillo County Census 2020 Complete Count Committee is hereby created with the charge to ensure that every resident in the City of Albuquerque and the County of Bernalillo is counted in the 2020 Census. The Committee shall be an advisory committee to support the planning and implementation of local educational initiatives and creation and implementation of public outreach and publicity programs so as to increase community participation in the Census.

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

- The Mayor or their Designated Representative,
- County of Bernalillo Commissioners,

- City Councilors,
- The County Manager or their representative,
- Before and after school programs,
- Childcare organizations, including preschool and daycare especially those with consistent access to children under 5,
- Chamber of Commerce and Business Groups,
- Community Organizations,
- Education Agencies including those with consistent access to children under 5,
- Faith Based Organizations,
- Housing and Homelessness Organizations,
- Immigrant and Refugee Organizations,
- Libraries,
- Multi-Cultural Groups,
- Neighborhood Organizations,
- New and Traditional Media Organizations,
- Senior Centers, Senior Housing, and Elder Organizations,
- Social Service Agencies and Organizations,
- State, Local and Tribal Public Agencies,
- Tribal Agencies and Native American Organizations,
- Workforce Development Experts, and
- Youth Organizations.

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

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

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

- **Accuracy,**
- **Actively encourage all County and City residents, especially hard- to-count communities, to respond to the Census, with the possible exception of a citizenship question,**
- **Actively encourage City and County residents to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation especially among the County's and Albuquerque's hard-to-count communities,**
- **Support the historical and traditional just and tolerant goals and ideals of the 2020 Census,**
- **Increase community participation in the Census by assisting the US Bureau of the Census in planning and conducting local initiatives,**
- **Lead activities promoting the 2020 Census awareness campaign,**
- **Assist the Bureau of the Census in design and implementation of a census awareness campaign targeted to the Albuquerque/Bernalillo County community,**
- **Bring together a cross-section of community leaders whose focus is 2020 Census awareness,**
- **Advocate to the United States Census Bureau for the expansion of the number of area offices, and adequate staffing of such facilities, in those areas of the City where there are significant populations of hard-to-count persons.**

(B) The Committee's activities may include, but are not limited to, the following:

- **Reviewing and creating posters, flyers, handouts, and materials for use by the media and others,**
- **Reviewing and creating materials for public service announcements through multiple media platforms, including print, radio, social media and television,**
- **Speaking at public forums, pop up events, neighborhood meetings, fraternal organizations, business organizations and schools, for the purpose of promoting**

and informing people of the Census,

- Reviewing and creating census messages in utility bills, grocery bags, monthly billing statements, payroll checks, at workplace staff assemblies and elsewhere,
- Promoting the use of Spanish language questionnaires and other language/translation/disability access materials as needed.

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

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

- The Office of the Chief Administrative Officer,
- City Council Services Department,
- Albuquerque Public Library System,
- Community Recreation Division-Community Centers,
- Department of Senior Affairs-Senior and Multi-Generational Centers,

and

- The Technology and Innovation Department's 311 Citizen Contact Center, Web Site Manager and OneAlbuquerque mobile Application.

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

Section 6. The City of Albuquerque hereby requests that the United States Census Bureau operate and adequately staff, an appropriate number of Area Offices to effectively reach out to and count those persons within hard-to-count populations.

Section 7. STATUS REPORTS OF COMMITTEE:

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

objectives and tasks.

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

Section 8. APPROPRIATION OF FUNDS: That the following amounts are hereby adjusted in the following funds and programs for Fiscal Year 2019:

GENERAL FUND - 110

Family and Community Services Department

Educational Initiatives	(80,000)
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Finance and Administrative Department

Strategic Support	80,000
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Section 9. CITY OF ALBUQUERQUE COMPLETE COUNT 2020 COMMITTEE

PROVISION: If the County of Bernalillo chooses not to participate in a joint City of Albuquerque/Bernalillo County Census 2020 Complete Count Committee, the City shall proceed to form a City of Albuquerque Census 2020 Complete Count Committee. The instructions, provisions and appropriations established in this Resolution shall apply to the committee's formation and conduct of business, except absent the participation of the County of Bernalillo.

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