A RESOLUTION ESTABLISHING A BERNALILLO COUNTY/CITY OF
ALBUQUERQUE CENSUS 2020 COMPLETE COUNT COMMITTEE

WHEREAS, a decennial census of every United States resident is required under Article
1, Section 2 of the U.S. Constitution; and

WHEREAS, an accurate census count is essential for the equitable allocation of political
representation within the United States Congress, the New Mexico State Legislature, and within
city and county voting districts; and

WHEREAS, billions of federal, state, and local dollars for health, education,
transportation, childcare, senior services, emergency preparation and response, and other social
support programs of all kinds are appropriated based on census data so an accurate census count
of every county resident in 2020 will guarantee Bernalillo County its fair share of funding for the
coming decade; and

WHEREAS, in 2010, New Mexico had the second lowest response rate in the nation.
New Mexico currently receives federal funding of $6 Billion per year, so the participation of
every single county resident matters. It is estimated that every New Mexico resident counted in
the 2020 Census represents approximately $3,000 per person, per year for the next decade. Just a
1% undercount of New Mexicans could result in a $600,000,000 loss of funds in a ten-year
period; and
WHEREAS, all units of government require accurate population and income data for planning purposes and to determine the need for transportation, education, health, and social programs; and

WHEREAS, individual and family information is confidential and protected by strict federal laws. 2020 Census information will not be released except in large statistical totals that protect all personal information until 2092, and then for genealogical purposes only; and

WHEREAS, previous decennial census counts have demonstrated that county residents in high-density urban neighborhoods, low-income communities, and rural areas; people of color; and residents with language barriers are often missed in the census count so educating our residents about the importance and privacy of an accurate count is essential; and

WHEREAS, residents who are informed about the census process and the value of an accurate count are more willing to participate; and

WHEREAS, the Board of County Commissioners understands the importance of a full and complete 2020 decennial census and desires to create a Bernalillo County/City of Albuquerque Census 2020 Complete Count Committee to increase census response. The Complete County Committee will design and implement a focused, structured, grassroots, neighborhood-centered education and outreach program that utilizes local knowledge, expertise, and influence of each Compete County Committee member to ensure that every Bernalillo County resident is counted; and

WHEREAS, a combined Bernalillo County and City of Albuquerque Complete Count Committee would be the most efficient and effective means to ensure an accurate and complete count; and a cooperative effort by the two agencies is the most efficient use of personnel and
resources. Bernalillo County and the City of Albuquerque will work collaboratively to include organizations, community groups and other agencies to best leverage resources for outreach to county residents, especially undercounted populations, and

NOW, THEREFORE, be it resolved by the Board of County Commissioners, the governing body of the County of Bernalillo, that

Section 1. COMPLETE COUNT MISSION: It is the mission of the County of Bernalillo to achieve a complete and accurate county of all residents with Bernalillo County for the 2020 Census. The County shall commit the necessary resources and efforts in partnership with the City of Albuquerque and stakeholders throughout the community.

Section 2. BERNALILLO COUNTY/CITY OF ALBUQUERQUE CENSUS 2020 COMPLETE COUNTY COMMITTEE: A Bernalillo County/City of Albuquerque Census 2020 Complete Count Committee is hereby created with the charge to ensure that every resident within Bernalillo County is counted in the 2020 Census.

The Committee shall be an advisory committee to support the planning and implementation of local educational efforts and the creation and implementation of public outreach and publicity initiatives to increase community participation in the Census. The Complete Count Committee shall consist of no fewer than twelve members and one Chairperson. The total number of members must be an even number not including the Chairperson. The members and the Chair shall be appointed jointly by the Chair of the Bernalillo County Commission and the Mayor of Albuquerque, reflecting the diverse populations and a wide cross-section of the County and the City. County appointments shall be made with the advice and consent of the Bernalillo County Commission and as provided in Ordinance Article VI- Boards and Commissions Section 2-432. Appointments shall include the following but not limited to:

- Bernalillo County Commissioners,
- The County Manager or their representative,
- The Mayor or their representative,
- City Councilors,
- Educational/School Programs, and childcare organizations,
- Business and Chamber of Commerce Groups,
- Community Organizations,
- Education Agencies with consistent access to children under 5,
- Faith-based organizations,
- Housing and Homelessness Organizations,
- Immigrant/Refugee Organizations and Multi-cultural Groups,
- Libraries,
- Neighborhood Organizations,
- Senior Centers, Senior Housing, and Elder Organizations,
- Social Service Agencies and Organizations,
The committee Chairperson and committee members shall be appointed to serve 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 County Committee for good cause that is stated in writing.

**Section 3. CENSUS 2020 COMPLETE COUNT ACTION PLAN.** It shall be the responsibility of the Bernalillo County/City of Albuquerque 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 hard-to-count communities,
- Support the historical and traditional just and tolerant goals and ideals of the 2020 Census,
- Increase the 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/County 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 minimum, hard to reach categories that will periodically report to the
Committee.

Section 4. COUNTY SUPPORT TO THE BERNALILLO COUNTY/CITY OF
ALBUQUERQUE CENSUS 2020 COMPLETE COUNT COMMITTEE: The County of
Bernalillo in partnership with the City of Albuquerque, shall provide support staff and
resources to the Census 2020 Complete Count Committee especially from County offices
whose missions and capabilities are aligned with the public outreach necessary for an
accurate and successful Census count including the:
• The County Manager’s Office
• Communications Services Department
• IT Department
• Community Outreach and Engagement Office
• Office of Neighborhood Coordination
• Planning and Development Department

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

Section 6. The County of Bernalillo hereby requests that the United States Census
Bureau operates 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: The Bernalillo County/City of
Albuquerque Census 2020 Complete Count Committee will provide regular updates and
recommendations, quarterly at a minimum, for allocation of resources through the
completion of the 2020 Census effort to the Board of County Commissioners. The reports
shall include a status of the goals, objectives and tasks developed by the City/County
staff.

Section 8: BERNALILLO COUNTY CENSUS 2020 COMPLETE COUNT
COMMITTEE PROVISION: If the City of Albuquerque chooses not to participate in a
joint Bernalillo County/City of Albuquerque Census 2020 Complete Count Committee,
the County shall proceed to form a Bernalillo County 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 City of Albuquerque.

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DONE, this 12th day of February, 2019.

BOARD OF COUNTY COMMISSIONERS

Maggie Hart Stebbins, Chair

Debbie O'Malley, Vice Chair

Excused

Steven Michael Quezada, Member

Excused

Lonnie C. Talbert, Member

Charlene E. Pyskoty, Member

APPROVED AS TO FORM:

W. Ken Martinez, County Attorney

ATTEST:

Linda Stover, County Clerk