

BERNALILLO COUNTY

BOARD OF COUNTY COMMISSIONERS

ADMINISTRATIVE RESOLUTION NO. 2019-17

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

3 **WHEREAS**, a decennial census of every United States resident is required under Article
4 1, Section 2 of the U.S. Constitution; and

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

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

13 **WHEREAS**, in 2010, New Mexico had the second lowest response rate in the nation.
14 New Mexico currently receives federal funding of \$6 Billion per year, so the participation of
15 every single county resident matters. It is estimated that every New Mexico resident counted in
16 the 2020 Census represents approximately \$3,000 per person, per year for the next decade. Just a
17 1% undercount of New Mexicans could result in a \$600,000,000 loss of funds in a ten-year
18 period; and

1 **WHEREAS**, all units of government require accurate population and income data for
2 planning purposes and to determine the need for transportation, education, health, and social
3 programs; and

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

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

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

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

20 **WHEREAS**, a combined Bernalillo County and City of Albuquerque Complete Count
21 Committee would be the most efficient and effective means to ensure an accurate and complete
22 count; and a cooperative effort by the two agencies is the most efficient use of personnel and

1 resources. Bernalillo County and the City of Albuquerque will work collaboratively to include
2 organizations, community groups and other agencies to best leverage resources for outreach t to
3 county residents, especially undercounted populations, and

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

6 **Section 1. COMPLETE COUNT MISSION:** It is the mission of the County of Bernalillo
7 to achieve a complete and accurate county of all residents with Bernalillo County for the
8 2020 Census. The County shall commit the necessary resources and efforts in partnership
9 with the City of Albuquerque and stakeholders throughout the community.

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

14 The Committee shall be an advisory committee to support the planning and
15 implementation of local educational efforts and the creation and implementation of public
16 outreach and publicity initiatives to increase community participation in the Census.

17 The Complete Count Committee shall consist of no fewer than twelve members and one
18 Chairperson. The total number of members must be an even number not including the
19 Chairperson. The members and the Chair shall be appointed jointly by the Chair of the
20 Bernalillo County Commission and the Mayor of Albuquerque, reflecting the diverse
21 populations and a wide cross-section of the County and the City. County appointments
22 shall be made with the advice and consent of the Bernalillo County Commission and as
23 provided in Ordinance Article VI- Boards and Commissions Section 2-432.

24 Appointments shall include the following but not limited to:

- 25 • Bernalillo County Commissioners,
- 26 • The County Manager or their representative,
- 27 • The Mayor or their representative,
- 28 • City Councilors,
- 29 • Educational/School Programs, and childcare organizations,
- 30 • Business and Chamber of Commerce Groups,
- 31 • Community Organizations,
- 32 • Education Agencies with consistent access to children under 5,
- 33 • Faith-based organizations,
- 34 • Housing and Homelessness Organizations,
- 35 • Immigrant/Refugee Organizations and Multi-cultural Groups,
- 36 • Libraries,
- 37 • Neighborhood Organizations,
- 38 • Senior Centers, Senior Housing, and Elder Organizations,
- 39 • Social Service Agencies and Organizations,

- 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 to serve a term to
6 continue through June 2020. The Chair of the County Commission and the Mayor may
7 jointly remove a member of the Census 2020 Complete County Committee for good
8 cause that is stated in writing.

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

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

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

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

- 36 • Reviewing and creating posters, flyers, handouts and materials for use by the
37 media and others,
- 38 • Reviewing and creating materials for public service announcements through
39 multiple media platforms including print, radio, social media and television,
- 40 • Speaking at public forums, pop up events, neighborhood meetings, fraternal
41 organizations, business organizations and schools, for the purpose of promoting and
42 informing people of the Census,
- 43 • Reviewing and crating Census messages in utility bills, grocery bags, monthly
44 billing statements, payroll checks, at workplace staff assemblies and elsewhere,

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

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

6 **Section 4. COUNTY SUPPORT TO THE BERNALILLO COUNTY/CITY OF**
7 **ALBUQUERQUE CENSUS 2020 COMPLETE COUNT COMMITTEE:** The County of
8 Bernalillo in partnership with the City of Albuquerque, shall provide support staff and
9 resources to the Census 2020 Complete Count Committee especially from County offices
10 whose missions and capabilities are aligned with the public outreach necessary for an
11 accurate and successful Census count including the:

- 12 • The County Manager’s Office
- 13 • Communications Services Department
- 14 • IT Department
- 15 • Community Outreach and Engagement Office
- 16 • Office of Neighborhood Coordination
- 17 • Planning and Development Department

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

22 **Section 6.** The County of Bernalillo hereby requests that the United States Census
23 Bureau operates and adequately staff an appropriate number of Area Offices to
24 effectively reach out to and count those persons within hard-to-count populations.

25 **Section 7. STATUS REPORTS OF COMMITTEE:** The Bernalillo County/City of
26 Albuquerque Census 2020 Complete Count Committee will provide regular updates and
27 recommendations, quarterly at a minimum, for allocation of resources through the
28 completion of the 2020 Census effort to the Board of County Commissioners. The reports
29 shall include a status of the goals, objectives and tasks developed by the City/County
30 staff.

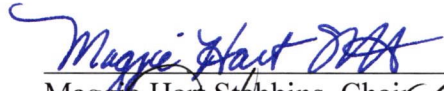
31 **Section 8: BERNALILLO COUNTY CENSUS 2020 COMPLETE COUNT**
32 **COMMITTEE PROVISION:** If the City of Albuquerque chooses not to participate in a
33 joint Bernalillo County/City of Albuquerque Census 2020 Complete Count Committee,
34 the County shall proceed to form a Bernalillo County Census 2020 Complete Count
35 Committee. The instructions, provisions and appropriations established in this Resolution
36 shall apply to the committee’s formation and conduct of business, except absent the
37 participation of the City of Albuquerque.

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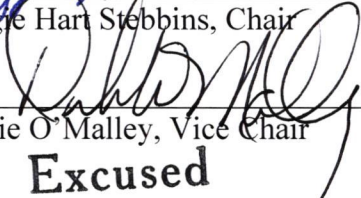
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DONE, this 12th day of February, 2019.

BOARD OF COUNTY COMMISSIONERS



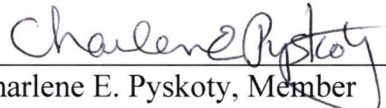
Maggie Hart Stebbins, Chair



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