

CITY of ALBUQUERQUE

TWENTY THIRD COUNCIL

COUNCIL BILL NO. F/S R-19-117 ENACTMENT NO. R-2019-008

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, on January 16th 2019 fifty five members of Congress,
25 including Congresswoman Haaland, issued a letter to the Honorable Wilber
26 Ross the Secretary of Commerce expressing concern regarding the decision

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1 by the United States Census Bureau to reduce the number of regional census
2 offices from 12 to 6 and the number of area census offices from over 500 to
3 248, asserting that the decision to reduce the number of field offices and to
4 focus on on-line census forms will harm the ability of the Bureau to count
5 those persons who are part of hard-to-count populations being these persons
6 have a lower rate of access to the internet.

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

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

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

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

26 WHEREAS, a combined City of Albuquerque and County of Bernalillo
27 Complete Count Committee would be the most effective and efficient means to
28 ensure an accurate and complete count. Many of the stakeholders in the
29 Census process for the City of Albuquerque and the County of Bernalillo are
30 one and the same, and a cooperative effort by the two agencies is the most
31 effective and efficient use of personnel and resources. These stakeholders
32 include agencies and outreach groups that can provide the access to and the

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1 resources for reaching out to the general population, especially those
2 individuals in hard to count categories; and

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

8 WHEREAS, the more informed residents are about the 2020 Census
9 operations, the better their understanding of the census process becomes,
10 thus increasing their willingness to be a part of an accurate and successful
11 enumeration in 2020 and to trust the confidentiality of the information
12 gathered through the Census including that:

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

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

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

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

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

31 Section 1. COMPLETE COUNT POLICY: it is the policy of the City of
32 Albuquerque to achieve a complete and accurate count of all residents within
33 the City of Albuquerque and the County of Bernalillo for the 2020 Census. To

1 reach this goal the City shall commit the necessary resources and efforts and
2 do so in partnership with the County of Bernalillo and stakeholders
3 throughout the community.

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

12 The Complete Count Committee shall consist of no fewer than 12
13 members and one Chairperson. The total number of members must be an even
14 number not including the chair person. The members and the chair shall be
15 appointed jointly by the Chair of the Bernalillo County Commission and the
16 Mayor of Albuquerque. The Mayor's appointments shall be made with the
17 advice and consent of the City Council and as provided in §2-6-1-3 (B) ROA
18 1994. The membership will be composed of representatives from a wide cross-
19 section of the County and the City including but not limited to:

- 20 • The Mayor or their Designated Representative,
- 21 • County of Bernalillo Commissioners,
- 22 • City Councilors,
- 23 • The County Manager or their representative,
- 24 • Before and after school programs,
- 25 • Childcare organizations, including preschool and
26 daycare especially those with consistent access to
27 children under 5,
- 28 • Chamber of Commerce and Business Groups,
- 29 • Community Organizations,
- 30 • Education Agencies including those with consistent
31 access to children under 5,
- 32 • Faith Based Organizations,

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- 1 • Housing and Homelessness Organizations,
- 2 • Immigrant and Refugee Organizations,
- 3 • Libraries,
- 4 • Multi-Cultural Groups,
- 5 • Neighborhood Organizations,
- 6 • New and Traditional Media Organizations,
- 7 • Senior Centers, Senior Housing, and Elder
- 8 Organizations,
- 9 • Social Service Agencies and Organizations,
- 10 • State, Local and Tribal Public Agencies,
- 11 • Tribal Agencies and Native American Organizations,
- 12 • Workforce Development Experts, and
- 13 • Youth Organizations.

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

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

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

- 25 • Accuracy,
- 26 • Actively encourage all County and City residents,
27 especially hard- to-count communities, to respond to the Census, with the
28 possible exception of a citizenship question,
- 29 • Actively encourage City and County residents to
30 participate in events and initiatives that will raise the overall awareness of the
31 2020 Census and increase participation especially among the County's and
32 Albuquerque's hard-to-count communities,

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- 1 • **Support the historical and traditional just and tolerant**
- 2 **goals and ideals of the 2020 Census,**
- 3 • **Increase community participation in the Census by**
- 4 **assisting the US Bureau of the Census in planning and conducting local**
- 5 **initiatives,**
- 6 • **Lead activities promoting the 2020 Census awareness**
- 7 **campaign,**
- 8 • **Assist the Bureau of the Census in design and**
- 9 **implementation of a census awareness campaign targeted to the**
- 10 **Albuquerque/Bernalillo County community,**
- 11 • **Bring together a cross-section of community leaders**
- 12 **whose focus is 2020 Census awareness,**
- 13 • **Advocate to the United States Census Bureau for the**
- 14 **expansion of the number of area offices, and adequate staffing of such**
- 15 **facilities, in those areas of the City where there are significant populations of**
- 16 **hard-to-count persons.**
- 17 **(B) The Committee’s activities may include, but are not limited to,**
- 18 **the following:**
- 19 • **Reviewing and creating posters, flyers, handouts, and**
- 20 **materials for use by the media and others,**
- 21 • **Reviewing and creating materials for public service**
- 22 **announcements through multiple media platforms, including print, radio,**
- 23 **social media and television,**
- 24 • **Speaking at public forums, pop up events,**
- 25 **neighborhood meetings, fraternal organizations, business organizations and**
- 26 **schools, for the purpose of promoting and informing people of the Census,**
- 27 • **Reviewing and creating census messages in utility bills,**
- 28 **grocery bags, monthly billing statements, payroll checks, at workplace staff**
- 29 **assemblies and elsewhere,**
- 30 • **Promoting the use of Spanish language questionnaires**
- 31 **and other language/translation/disability access materials as needed.**

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

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

- 10 • The Office of the Chief Administrative Officer,
- 11 • City Council Services Department,
- 12 • Albuquerque Public Library System,
- 13 • Community Recreation Division-Community Centers,
- 14 • Department of Senior Affairs-Senior and Multi-
15 Generational Centers, and
- 16 • The Technology and Innovation Department's 311
17 Citizen Contact Center, Web Site Manager and OneAlbuquerque mobile
18 Application.

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

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

27 Section 7. STATUS REPORTS OF COMMITTEE:

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

32 (B) The City of Albuquerque/County of Bernalillo Census 2020
33 Complete Count Committee will provide to the Mayor and the City Council

1 regular updates and recommendations, quarterly at minimum, for deployment
2 of resources through completion of the 2020 Census effort. The reports shall
3 include a status of the goals objectives and tasks listed in Paragraph A of this
4 section.

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

7 GENERAL FUND – 110

8 Family and Community Services Department

9 Educational Initiatives (80,000)

10 Finance and Administrative Department

11 Strategic Support 80,000

12 Section 9. CITY OF ALBUQUERQUE COMPLETE COUNT 2020

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

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1 PASSED AND ADOPTED THIS 23rd DAY OF January, 2019
2 BY A VOTE OF: 9 FOR 0 AGAINST.

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Klarissa J. Peña, President
City Council

APPROVED THIS 3^B DAY OF January, 2019

Bill No. F/S R-19-117



Timothy M. Keller, Mayor
City of Albuquerque

ATTEST:



Katy Duhigg, City Clerk

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