

Council Meeting Staff Report

August 27, 2019

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| Agenda No.: | D. |
| Indexes (Council Goals): | * 2019 Council Goal - Other |
| Presenters: | County Council - Regular Session |
| Legislative File: | RE0419-19 |

Title

Incorporated County of Los Alamos Resolution No. 19-20 A Resolution Creating a 2020 Census Complete Count Committee.

Recommended Action

I move that Council adopt Incorporated County of Los Alamos Resolution No. 19-20, a Resolution creating a 2020 Census Complete Count Committee to plan and conduct local educational initiatives, publicity and promotional activities to increase community awareness and participation in 2020 Census and to work with the Census Bureau and the New Mexico 2020 Statewide Complete Count Commission.

County Manager's Recommendation

The County Manager recommends that Council adopt Incorporated County of Los Alamos Resolution No. 19-20.

Body

The US Constitution mandates (Article 1, Section 2) that a headcount occur every ten years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. This includes people of all ages, races, ethnic groups, citizens and noncitizens. The population totals from the census determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative and school districts. The next census occurs in 2020. Census data is used in the distribution of approximately \$675 billion in federal funding to communities each year. The 2020 Census, for the first time, will offer self-response via online, by phone or by mail.

The Census Bureau has established a Complete Count Committees (CCC) program to create awareness in communities around the country and utilize local knowledge, influence and resources to educate communities and promote the census through locally based, targeted outreach efforts. This resolution will create a Los Alamos Complete Count Committee. County staff has been working with the Census Bureau in this effort. Once the committee is established, membership recruitment will commence.

To address the challenges of a complete and accurate count in New Mexico, Governor Michelle Lujan Grisham issued Executive Order 2019-007, creating the Statewide Complete Count Commission (SCCC). New Mexico's communication and outreach strategy will focus on geographic areas containing populations who have low self-response rates in 2010. According to a recent letter from the Statewide Complete Count Commission, "The New Mexico Legislature appropriated \$3.5 million to DFA to support local government complete count efforts for the 2020 Census. Of these appropriated funds, \$2.4 million is available to participating New Mexico counties to conduct 2020 Census outreach, promotion, and education to increase the self-response rate and accuracy of the 2020 Census." For Los Alamos County, \$10,000 in funding is available for census outreach efforts. A requirement of this funding is to pass a resolution to form a Local Complete Count Committee. Approval of this resolution will fulfill this requirement.

Attachments

A - Resolution 19-20 Census Complete Count Committee

B - Publication Notice for Resolution 19-20