

1 the public school district, local businesses and the media in counting the entire local population,
2 including traditionally hard-to-count, or undercounted, populations within the city; and

3 **WHEREAS**, the more informed that residents become about the 2010 census operations, the
4 better their understanding of the census process becomes, thus increasing their willingness to be part
5 of the successful enumeration in 2010; and

6 **WHEREAS**, it is estimated that for every local resident that is not counted in our city, the
7 city could lose an estimated \$305 per person in federal funding each year; and

8 **WHEREAS**, the city of Santa Fe obtained a 63% response rate to the census form in Census
9 2000, compared to New Mexico's statewide response rate of 62% and we strive to increase the
10 response rate in 2010; and

11 **WHEREAS**, the information required from the Census Bureau by all residents is strictly
12 confidential and is sealed for 72 years; and

13 **WHEREAS**, no government agency can access any information provided by an individual
14 resident or household on the Census 2010 form, including the Internal Revenue Service, the
15 Immigration and Naturalization Service, law enforcement agencies or welfare agencies; and

16 **WHEREAS**, everyone, whether a United States citizen, an immigrant or an undocumented
17 worker needs the goods and services provided by local and state government, paid for, in part, by
18 federal grants.

19 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
20 **CITY OF SANTA FE that** a Census 2010 Complete Count Committee is established to serve in an
21 advisory capacity to the City of Santa Fe Governing Body.

22 **BE IT FURTHER RESOLVED that:**

23 Section 1. NAME: Complete Count Committee.

24 Section 2. PURPOSE: The Committee shall advise and assist the city in obtaining the
25 most accurate and complete population count for Census 2010 by increasing the questionnaire mail

1 back response rate through a focused, structured neighbor-to-neighbor program. The Committee will
2 also utilize the local knowledge, expertise and influence of each Committee member to design and
3 implement a census awareness campaign targeted to the community.

4 Section 3. DUTIES AND RESPONSIBILITIES: The Committee shall discuss and
5 formulate strategies and techniques, working with the city and census bureau officials, to enhance and
6 increase the city's response rate to Census 2010. The Committee shall be charged with responsibility
7 of planning and conducting local educational initiatives, including creating, printing and distributing
8 posters, flyers and handouts for use by the media and others. The Committee will prepare materials
9 for public service announcements on radio and television. Members may speak at forums and
10 meetings to promote and inform others of the census. The Committee may identify census job
11 candidates and/or distribute recruiting materials while also promoting the use of Spanish in those
12 materials. The Committee may identify space for "Be Counted Sites" and/or questionnaire assistance
13 centers.

14 Section 4. MEMBERSHIP; OFFICERS: The Committee shall consist of seven (7)
15 members. The Mayor shall appoint the members with consent of the City Council. The Committee
16 shall elect its own chairperson. Members are not required to be city residents.

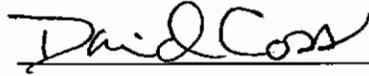
17 Section 5. TERMS: The Committee shall serve from January 2009 through June 2010
18 at which time the Committee, having completed their work, shall dissolve. No resolution dissolving
19 or rescinding the Committee is necessary. The members of the Committee shall serve for the
20 duration of the Committee's existence. Any organization represented on the Committee may replace
21 a Committee member who steps down or can no longer serve on the Committee. The new Committee
22 member's name shall be put forward to the Mayor for appointment with consent of the City Council.

23 Section 6. MEETINGS: A quorum shall be at least four members. The Committee
24 shall also conduct all meetings in accordance with adopted city policies and procedures and shall use
25 *Robert's Rules of Order* in conducting its meetings. The Committee shall meet at least every three

1 months (quarterly) but may meet more often if necessary.

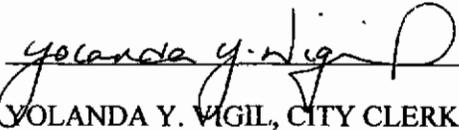
2 Section 7. STAFF. The City Manager shall appoint a city employee to serve as the
3 primary liaison to the Committee. Depending upon the issue, other city staff may also be required to
4 assist the Committee.

5 PASSED, APPROVED and ADOPTED this 29th day of October, 2008.

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7 

8 DAVID COSS, MAYOR

9
10 ATTEST:

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12 
13 YOLANDA Y. VIGIL, CITY CLERK

14
15 APPROVED AS TO FORM:

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17 
18 FRANK KATZ, CITY ATTORNEY

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25 Jp/ca/jpmb/2008 res/census committee