



RCLC Census Complete Count Assistance Proposal

October 18, 2019

Background

The 2020 U.S. Census is currently being organized by the United States Census Bureau while supporting state and local governments and private organizations.

To help coordinate local and state support, the U.S. Census Bureau is facilitating the standup of local “**Complete Count Committees**”. A Complete Count Committee is comprised of a broad spectrum of government and community leaders from advocacy, education, business, and healthcare backgrounds to elected officials. These trusted voices develop and implement a 2020 Census awareness campaign based upon their unique knowledge of their own communities to encourage an effective count response from their residents.

Issue

During the 2010 census, northern New Mexico was severely undercounted. It is estimated that during the 2010 Census, more than 20% of all northern New Mexico residents went uncounted. This resulted in fewer resources and less funding being available to our local governments and fewer services available to our population over the last 10 years.

The Census’ Complete Count Committees are an effort to engage local communities and allow them to have a voice in how outreach is conducted in their communities. Resources to fund Complete Count Committees are distributed to the states. New Mexico’s state government then makes the funds available to all county governments to stand up local Complete Count Committees.

This structure ensures full coverage of the state, however some residents have voiced concerns that population clusters in municipalities may be left out as municipalities are not eligible to apply for state funding.

In the RCLC region, some of our member municipalities are estimated to have had a large undercount in 2020, resulting in fewer resources available to them in the last decade.

Proposal

A. Regional Full Count Meeting

Pending Board approval, the RCLC will facilitate a regional meeting between Complete Count committees in the RCLC region, municipalities, and other interested parties. The purpose of this outreach is to assist in collaboration between RCLC communities in

ensuring a complete count in the 2020 Census, with a focus on municipalities and underrepresented communities.

B. RCLC Census Complete Count Fund

Pending Board approval, to help fund these activities, RCLC's larger member communities may also contribute funding to an RCLC "Census Complete Count Fund". With assistance from the RCLC's IA and fiscal agent, the monies will be distributed to Complete Count Committees in RCLC member communities who can demonstrate the need for additional support; specifically to facilitate a complete count in municipalities and underserved areas.

Interested parties, in partnership with their county's Full Count Committee, may apply to receive funds to help with more direct outreach.

RCLC staff will develop a simple application process, with approval from the Executive Committee.

C. Budget

Activity	Description	Estimated Cost
Facilitate regional Full Count meeting	RCLC staff and available Board members shall organize the initial regional meeting	Estimate 25 hours, to be absorbed by ED budget \$0
RCLC Full Count Grant Fund	RCLC's larger member communities will be asked to contribute to a fund administered by the RCLC, with assistance of our IA and fiscal agent. Estimated need is \$10,000-\$30,000. Only funds donated would be offered. Unutilized funds will be returned to donor communities.	Staff and fiscal agent hours to be absorbed by current budget. IA services expenses estimated under \$300 (\$300)
Total Fiscal Impact		(\$300)