

Resolution 19-36

A RESOLUTION OF THE CITY OF ROSWELL, NEW MEXICO, CREATING A CENSUS 2020 COMPLETE COUNT COMMITTEE TO PLAN AND CONDUCT LOCAL EDUCATIONAL INITIATIVES, PUBLICITY, AND PROMOTIONAL ACTIVITIES TO INCREASE COMMUNITY AWARENESS AND PARTICIPATION IN CENSUS 2020.

WHEREAS, The City of Roswell's decennial census population count directly affects the amount of federal revenue distributed for roads, schools, libraries, senior centers, day care centers, and hospitals; and,

WHEREAS, accurate census information is critical to planning for future growth, development and social needs of the City of Roswell; and,

WHEREAS, the City welcomes assistance and advice from community-based organizations, the school districts, local businesses, and the media in counting the entire local population, including traditionally hard to count, or undercounted, populations; and,

WHEREAS, the more informed residents become about the Census 2020 operations, the probability of a successful enumeration will be increased; and,

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL AS THE GOVERNING BODY OF THE CITY OF ROSWELL AS FOLLOWS:

1. **Establishment:** The City of Roswell Census 2020 Complete Count Committee (CCC) is established to coordinate efforts and deploy resources across the community.
2. **Membership:** The Primary Census 2020 CCC will be made up of:
 - Representation for Public Education
 - Representation for City of Roswell
 - Representation for Business/Industrial community
 - Representation for Faith-Based Groups
 - Representation for Community Service Organizations
 - Representation for Civic Organizations
 - Representation for Roswell Hispanic Leadership
 - Representation for "Under counted areas" from 2010 Census
 - Representation for Chaves County

The Primary CCC representatives will then create their own individual Complete Count Committees with a membership that reflects the area of interest for that individual CCC.


3. **Updates:** The Primary Census 2020 CCC will provide regular updates and recommendation for deployment of resources to City Council via assigned staff on a monthly basis through completion of the 2020 Census effort.
4. **Duties and Responsibilities:** Duties and responsibilities of the committee shall include formulation of strategies to enhance the city's response rate to Census 2020. The committees will utilize local knowledge, expertise and influence of each committee

member to design and implement a census awareness campaign targeted to the various communities across the region.

5. **Term:** The term for the CCC shall be from the date of this Resolution thru the end of August 2020.
6. **Staff Support:** The City of Roswell Community Development and Public Affairs Departments will provide support staff to the Census 2020 CCC, and may request assistance from other individuals or entities as needed to complete their responsibilities.

PASSED, ADOPTED AND APPROVED this 9th day of May 2019.




Sharon Coll, City Clerk


Dennis Kintigh, Mayor