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## NEW MEXICO MUNICIPAL LEAGUE

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Cover Photo and photos for Our Town provided by the Town of Grenville
POLITICAL HUMOR

My Dad had strong opinions about everything, and especially about politics, but he never even envisioned entering the political arena. On the other hand, he had lots of political jokes, especially making fun of the series of incompetent Uruguayan presidents, where he (and I) grew up before coming to America. Whether due to a language barrier or a decision not to berate the country that welcomed him with open arms, he never appreciated jokes about American politics. U.S. politics was all serious stuff to him.

As I finish my term as your Municipal League president (don’t worry, I have one more column coming!) I thought it would be appropriate to be a little light-hearted and self-deprecating, which I strongly believe is a very important quality for a political leader, of course when applied at the right time and with the right touch. In honor of the memory of my father, let me share one of his favorite jokes about a certain Uruguayan president, whose name I don’t remember...

A senator was crossing the main square in Montevideo, the capital city of Uruguay, where the statue of the national hero, Jose Gervasio Artigas mounted on his steed, is at its center. The statue comes to life and calls down, “Mr. Senator, my trusty horse is getting tired, can you get me another one?” The senator is startled and decides it was some hallucination and goes on his business. An hour later he returns, accompanied by the current President of the Republic. “Come on!”, the statue wakes up again. “I asked you for a horse, not an ass!”

Since the play on words of this joke works equally well in English or in Spanish, (think “burro” instead of “ass”) maybe there is a universal truth behind this story.

I had an opportunity to use humor at the last NMML Annual Conference in Roswell. As president, I chair the annual business meeting, and there is usual dead-time while ballots are counted for different positions on the board of directors and the executive committee. As we sat at the conference room waiting for election results to be announced, I could see that the crowd was losing interest, so I thought “Why not?”:

The town mayor falls ill during a council meeting and the ambulance takes him to the hospital. The council is told that the mayor is gravely ill and has poor chance of surviving the night, so the mayor-pro-tem passes a resolution wishing the mayor well.

The mayor-pro-tem takes the resolution to the hospital and at the bedside shares the news: “Mayor, the Council has passed a resolution wishing for your full and speedy recovery... by a vote of 4 to 3.”

After my joke, others came to the podium and we had a great time until it was time to announce the election winners. I hope to see you all at the next Annual Conference in Las Cruces. I’ll be working on my new joke for voting time!
ANNUAL CONFERENCE UPDATE

There is still time to register! Please see the complete conference information and preliminary program on the website and send in your registration before the August 21st registration deadline.

If you still need hotel reservations, please know that all three listed hotel blocks are currently sold out. We suggest you directly contact your preferred hotel in a week or two to check availability due to cancellations. Additional rooms are available at The Ramada Palms, 201 E University Ave, Las Cruces, NM 88005, 1 block from the Las Cruces Convention Center. The Ramada rate is $89/night + tax; to make reservations call 575-526-4411. Transportation for Wednesday and Thursday evening events will stop at The Ramada.

WEDNESDAY, AUGUST 28TH
OPENING GENERAL SESSION
12:45 – 2:30 pm

DR. BILL MITCHELL
LEADING CHANGE WITHOUT AUTHORITY

Today more than ever people are reluctant to change and resistant to new ideas. Learn the skills to inspire people to change ideas and behaviors when it cannot be mandated without creating resistance or animosity.

WORKSHOP HIGHLIGHTS
3:00 - 4:00 PM

W1 STOP CHASING SASQUATCH!
In a world of brands, what is your community doing to stand out from the crowd? This presentation will discuss how to leverage and market strategic the unique assets only your community has to offer. Create brand identity that will stand out.

Speaker: Justin Hoffman, Director of Tourism & ADventure Enthusiast, Village of Ruidoso

W2 SINK OR SWIM: NAVIGATING THE COMPLEXITY OF 21ST CENTURY ECONOMIC DEVELOPMENT

Local economies are becoming increasingly more complex with economic conditions changing too fast and an insurmountable number of program elements to coordinate. To manage the economic development of a place today, you need a way to reduce the complexity, a way to objectively define success and a way to be sure that your efforts are moving the needle. More than that, you need everyone in the community with a part to play in the design and management of a successful economy to have clarity and consensus on what it will take. This workshop will introduce a new process that considers these and many other factors critical for planning and managing your economic development efforts to give you the means to excel in adverse conditions.

Speaker: Paul Harrick, Executive Director CELab

W3 PERA: SOLVENCY TASK FORCE UPDATE

The Solvency Task Force will be responsible for providing a set of recommendations to the Office of the Governor no later than August 30. These recommendations must address the actuarially certified projection, employer and employee contribution levels by Division, and the PERA governance structure. This Task Force must consider these recommendations to be actuarially sound, preserve the defined benefit offered by PERA, and also ensure intergenerational equity for current and future PERA members and retirees.

Speakers: Diego Arecon, Deputy Chief of Staff, Office of the Governor
AJ Forte, Director of Special Project, NMML

WELCOME RECEPTION
THE AMADOR LIVE 6:00 - 8:00 pm

Las Cruces’ newest venue! Located in the heart of Downtown, Amador Live brings quality live entertainment, diverse restaurant choices and upscale nightlife to all of Las Cruces and southern New Mexico. The newly re-constructed city block includes the Amador Patio Bar and Grill, Broken Spoke Tap House, 575 Cruces Crafted Cocktails and JAX Rooftop Lounge. Live entertainment, great food and cash bars will be offered in the one of a kind event courtyard.
W4 CENSUS 2020: HOW IT WILL INFLUENCE NEW MEXICO’S ECONOMIC WELL-BEING FOR THE NEXT 10 YEARS

The once-a-decade population count provides rich data on communities, including trends in the population, projections of growth, and information on demographics. It also offers valuable information on your customer base, including income levels, household size, and homeownership, which can further inform business strategies such as pricing and locations. Determine how much funding your community receives and its representation in government.

Speaker: Veronica Arzate de Reyes, Partnership Specialist Dallas Regional Center Office/Field Division Denver Region, U.S. Census Bureau

W5 ALL THE QUEEN’S HORSES AND ALL THE KING’S MEN COULDN’T PUT DIXON TOGETHER AGAIN

This workshop is from 9:00 - 11:30 am. Enjoy a special viewing of the documentary about fraud and deception "All the Queens Horses" with discussion to follow on how to ensure your community does not become the next Dixon, Illinois.

Moderator: Ed Zendel, Risk Services Director, NMSIF

W6 PRACTICAL CYBER SECURITY - FROM COMPLEX TO FIRST STEPS

Cyber-security can be a daunting topic for civic entities, especially as the threats have greatly outpaced the resources available to combat them. As a research institute, ICASA has been approaching the security of critical-infrastructure and national-security systems from a complex-systems approach. We will take a systems look at what cyber security entails, and provide practical steps that local governments can take in promoting better cyber hygiene in their critical systems.

Speakers: Michael Smith, Director
Darryl Ackley, Chief Technology Officer
Institute for Complex Additive Systems Analysis (ICASA)

CLOSING GENERAL SESSION

11:45 am – 12:45 pm

GOVERNOR MICHELLE LUJAN GRISHAM - Past, Present & Future

As Governor Michelle Lujan Grisham has begun her term this year as the 32nd Governor of New Mexico, she will build on decades of public service at the local, state and national level. She has pledged to work in partnership with municipalities. During her first Legislative session, she signed major legislation that will positively impact cities, towns and villages.

Governor Lujan Grisham will address her legislative priorities for the state. She will also outline the relationship between her office and municipalities.

Governor Lujan Grisham has created an environment for success having pragmatically selected a professional and experienced team of Cabinet Secretaries, Directors and Staff, and will discuss her Administration's goals for the future.

WESTERN THEME NIGHT

6:30 pm - MIDNIGHT

The New Mexico Farm and Ranch Heritage Museum is 47 acres packed with real stories about real people. The interactive museum has welcomed visitors from all over the world and brings to life the 3,000-year history of farming and ranching in New Mexico. It will open its doors exclusively for NMML attendees on Thursday night for an evening of discovery, fun, dinner and drinks (cash bars), and dance to the music of the Unlyshed Variety Band provided by Host City, Las Cruces.
ON SOCIAL MEDIA

@EstanciaNM
Timmy Telescope program 2019!

It’s about the youth!

Fun day at YDI Española eating Banana Splits with the kiddos! We wish we still had as much energy as them!

@EspanolaPoliceDepartment
A great time was had by all today, July 4th, 2019. We at Moriarty Fire started our day having a great breakfast at the Lions Club. After breakfast, Moriarty Fire along with Torrance County Fire and Santa Fe County Fire was in the parade and handed out candy to the public. After the parade, we had our annual First Responders BBQ. First Responders from Moriarty Fire, Torrance County Fire, Santa Fe County Fire, Superior Ambulance, New Mexico State Forestry, Moriarty Police Department, Torrance County Sheriff’s Office and New Mexico State Police were all in attendance. Later on in the evening Moriarty Fire hosted the annual city firework show. Moriarty Fire would like to wish everyone a safe and happy 4th of July.
Grass, pot, weed, whatever you choose to call it, cannabis and its related products is one of the fastest growing industries in New Mexico. Last session at least half a dozen bills concerning cannabis or its related products were introduced in the state legislature. Although the legislature came up short in its efforts to legalize marijuana (HB 356 died on the Senate floor), there were several bills that did pass that significantly change the cannabis landscape.

The legislature passed, and the Governor signed the Hemp Manufacturing Act (HB-581). Hemp is closely related to what is commonly known as marijuana or cannabis. The main difference is that hemp, by definition can contain no more than a concentration of THC of three tenths (.30) percent on a dry weight basis. The bill authorizes the NM Department of Agriculture to issue a harvest certificate permitting licensed individuals to harvest hemp for distribution or sale. The bill also provides that licensed hemp manufacturer may only buy or otherwise accept hemp that is accompanied by a harvest certificate issued for that hemp and establishes a mechanism for the testing and analysis of hemp to insure that it is eligible under the law. Another certification that was authorized under the bill was that of hemp breeder. This was established for the purpose of developing new hemp varieties under controlled conditions. Interestingly though, it is the Environment Department that will be charged with developing license criteria and regulations concerning hemp manufacturers. This bill will permit the legal growth, harvest, transportation manufacture and use of hemp and hemp-related products.

The second bill of interest was SB-406 which made sweeping changes to the medical marijuana laws. Probably the most radical change was a change to the Public School Code requiring local school boards and the governing bodies of charter schools to authorize by rule the possession, storage and administration of medical cannabis by parents and legal guardians, or by designated school personnel, to qualified students for use in school settings. A student may not self-administer, but must establish a written treatment plan for
the administration of the medical cannabis is agreed to and signed by the principal or the principal’s designee of the qualified student’s school and the qualified student’s parent or legal guardian. The student must first obtain a medical cannabis card pursuant to the Lynn and Erin Compassionate Use Act. A public school, charter school or school district shall not: discipline a student who is a qualified student on the basis that the student requires medical cannabis as a reasonable accommodation necessary for the student to attend school or deny eligibility to attend school to a qualified student on the basis that the qualified student requires medical cannabis as a reasonable accommodation necessary for the student to attend school or a school-sponsored activity.

Several changes were made to the Lynn and Erin Compassionate Use Act. The first was to change the definition of cannabis to include all parts of the plant Cannabis sativa L. containing a delta-9-tetrahydrocannabinol concentration of more than three-tenths percent on a dry weight basis. This is to distinguish cannabis from hemp for the purposes described previously. The amendments also by definition provide for a designated cannabis consumption area where cannabis medical cannabis may be consumed within the confines of a licensed premises. Additional provisions include a licensing requirement for cannabis couriers who transport cannabis to patients, caregivers or between licensed establishments and the addition of 16 medical conditions that will qualify a patient for the medical cannabis program. One of the major changes was the establishment of a reciprocity program with other states. This program will be subject to the adoption of rules by the Department of Health. Essentially a reciprocal participant may participate in the medical cannabis program in accordance with department rules and shall not be required to comply with the New Mexico registry identification card application and renewal requirements. Reciprocal participants must at all times possess proof of authorization to participate in the medical cannabis program of another state, the District of Columbia, a territory or commonwealth of the United States or a New Mexico Indian nation, tribe or pueblo.

A long-standing issue has been how medical cannabis patients should be treated in the workplace. A new section of the medical cannabis law was adopted by the legislature and signed into law concerning safety-sensitive employees. That section provides that: Unless a failure to do so would cause the employer to lose a monetary or licensing-related benefit under federal law or federal regulations, it is unlawful to take an adverse employment action against an applicant or an employee based on conduct allowed under the Lynn and Erin Compassionate Use Act. Stated another way, the law recognizes that there may be situations where an employer may be subject to federal licensing requirements or may suffer monetary penalties if its employees used cannabis. In those situations, the employer would be entitled to ban the use of cannabis at their facility. Similarly, an employee who is deemed to be “safety sensitive” is excluded from the protections afforded in the act. Safety sensitive for these purposes means “a position in which performance by a person under the influence of drugs or alcohol would constitute an

Continued on page
The Village of Grenville is the smallest incorporated village in the state of New Mexico. We are located in the northeaster corner on highway 64-87 and the BNSF railroad runs parallel to the highway. It was first established by Grenville Dodge as a water stop for the railroad in 1888. It sits on 29 acres, one mile square. Grenville filed a plat for the town and railroad advertising induced homesteaders to file on the land. Agriculture was a main stay and harvest was sometimes difficult due to drought, bugs, hail, sand, wind and blight. The town depended on the harvest, so not much expansion occurred until 1916. At that time black gold was thought to flow underground and Grenville would become an oil town. This caused a boom from 1916 to 1923 and caused property values to skyrocket overnight. Everyone waiting for the well to come in. Snorty Gobbler Oil Company had been drilling in the area, but the geology of the land was not conducive to oil. The company went broke and with no hope for oil, Grenville was once again relying on agriculture. The boom had created several businesses; 1 bank, 3 hotels with cafes, a movie theatre, car dealership, school, barbershops, 2 lumberyards, 2 mercantile and grocery stores, light plant, telephone exchange, a hospital, post office, 3 churches, drug stores, an American Legion Hall and a saloon. The school closed in 1962 with the students being bused to Clayton or Des Moines as they are today. The dust bowl hit and
many people left town. Between the dust and the depression more had to leave looking for work and a way to make a living. The WPA built a new school, planted trees and put sidewalks next to the streets, which helped some people survive.

Mt. Clayton is about 3 miles from Grenville and can be seen from town. It is a landmark the Santa Fe trail travelers used to keep on the trail. The trail is marked with markers and runs on the south side of Mt. Clayton, crossing highway 453. Old homesteads can still be seen in some areas.

As of 2019, Grenville has 29 residents. We have a volunteer fire department, volunteer EMS personnel with a rescue unit, post office, community center and village office. We also have a water system that serves our residents. We will soon have a business opening off of the highway. Agriculture is still the main form of livelihood, mostly livestock. The community gets together twice a year for good food and fellowship; in December and July. The community and village people are community minded and serve the village and area well. It is a quiet place, which our residents enjoy. Very little stress. Everyone has an option to be busy or not and we make our own entertainment. In the winter time when the roads are closed we open the community center and Fire Department for stranded motorists. Total whiteouts can occur making travel impossible.

The Village office is open from 8:00 am – 1:00 pm, 5 days a week. Stop by, have a cup of coffee or other refreshments and just say Hey!
Manufacturing is a key contributor to New Mexico’s economy. It produces a variety of goods ranging from state-of-the-art electronics, industrial and residential building products, food and beverages, and a variety of other everyday and seldom seen components.

Economic developers are keen to attract manufacturers to the state because of the well-paying jobs they create. Local elected officials understand the greater benefits that are achieved when manufactured products made in New Mexico are sold outside of their city limits, bringing new money into the community that is then recycled by company employees when their salaries are spent locally. That’s why mayors, city councilors and commissioners support Manufacturing Day activities every October.

Manufacturing Day is a national initiative that puts a spotlight on local manufacturing. It’s an opportunity to enhance public knowledge about the economic impact of manufacturing in our state and introduce students to careers in manufacturing. Every October, manufacturers open their doors by hosting facility tours. The public attends, business associates and clients attend. Elected officials attend to bring attention to their local businesses.

Insight Lighting of Rio Rancho has participated in Manufacturing Day since 2014. The maker of exterior and interior lighting products for high-end architectural projects has conducted tours of its facilities for students, prospective buyers and community groups. Glenn Wright, vice president of operations, said the tours have been beneficial.

“The majority of our products are for out-of-state...
Technology Leadership HS students tour Sandia Science & Technology Park manufacturers in October, 2017

projects, but we have actually had several local contacts as a result of the tours we have conducted in the past,” Wright said. Insight Lighting also participates in job fairs every October as part of Manufacturing Day activities.

In New Mexico, Manufacturing Day is sponsored by New Mexico Manufacturing Extension Partnership (NM MEP), a nonprofit organization that helps companies empower workers and streamline operations to become more competitive. “We work with MEP coordinating tours and presentations for Manufacturing Day,” said Wright. NM MEP provides logistical support to participating companies willing to open their facilities to students, elected officials and the public.

Many New Mexico municipalities have endorsed Manufacturing Day as a way to get students, parents and educators inspired about manufacturing. City leaders do this by issuing proclamations that support Manufacturing Day educational efforts.

“Our mayor usually introduces a resolution to the governing body to support Manufacturing Day,” said Annmarie Garcia, public information officer for the City of Rio Rancho. “We participate in events that have been organized by MEP and help coordinate tours and presentations.”

Last year, 31 events took place around the state, including 25 facility tours and presentations hosted by manufacturers and resource organizations. About 150 students participated in tours, and 3700 attended career fairs. Eleven proclamations were issued by the governor and mayors. Hosts included architectural woodworking factories, food and beverage producers, solar component manufacturers, medical device makers and more.

NM MEP event organizers hope to expand Manufacturing Day 2019 to more municipalities to ensure that students in every part of the state are introduced to clean, well-paying jobs at home.

To suggest a local manufacturer or to obtain more information about Manufacturing Day, email NM MEP at mfgday@newmexicomep.org or call 505-314-9131. To learn more about the Oct. 4 national initiative, visit https://www.mfgday.com/. For events in New Mexico, which take place during all of October, visit https://newmexicomep.org/mfgday/.

Finance New Mexico partners with the New Mexico Municipal League on the Grow It! project and other economic development initiatives. To learn more, go to www.FinanceNewMexico.org and www.GrowItNM.org.
Imagine that you want to make an apple pie. You go to the grocery store and buy a bag of shiny red apples. Once home, though, you discover that a third of the apples are bad and that your pie will not be as spectacular as you had hoped.

Evaluation through experiments is key to making sure the data we collect are of the highest quality and the most complete they can be. If you had picked each apple individually instead, you would have minimized the number of bad apples you brought home. It may be hard to believe, but how we develop methods for conducting the census works in a similar way.

Instead of assuming that an assortment of data collection methods will give you what you want, you rigorously test separate items to check for imperfect pieces. You make sure each is working as you intended — people can respond safely and conveniently, the questions are clearly understood by respondents, and the quality of the data collected is high.

Sometimes the Census Bureau does this by comparing a respondent’s answers with administrative records, which may contain already existing information about the respondent from an alternate source.

At other times, we conduct focus groups or one-on-one pretesting to verify respondents are interpreting questions the way we intended.

The major method of improving census questionnaires, though, is through randomized experiments and carefully planned evaluations, both during the decennial census year and throughout the 10 years in between.

Why it’s Important

We live in a data-rich world. Statistical agencies like the Census Bureau pride themselves on collecting high-quality data used to inform policymakers at all levels of government, the private sector, and the public.

In September 2017, the Commission on Evidence-Based Policymaking produced a report identifying the relevant and essential role of evaluation and improved use of the data we collect.


The Census Bureau’s own deputy director, Ron Jarmin, has written about the importance of harnessing the wealth of data the federal government collects to better inform how we do business.

Its chief scientist, John Abowd, has described the importance of evaluating privacy protections given today’s cyber world and the trail of electronic data crumbs we leave behind, which is in line with the commission’s recommendations on how to use data in a way that protects privacy and confidentiality.

What the Census Bureau is Doing

All this leads to a basic question: How do we as a statistical agency know we are keeping pace with the most efficient and modern methods in this 21st century world of big data? And, how do we make sure our survey methods get not just high response rates, but also accurate responses?
The Census Bureau takes its role seriously as the nation’s premier statistical agency. As such, it maintains a healthy level of self-reflection.

Evaluation tools continually test the accuracy of our assumptions about the data we collect, what these data convey, and the methods we use to distribute information to the community.

A particularly unique and important program within the Census Bureau is the **Census Program for Evaluations and Experiments**. This program has been around for decades and supports research projects on the decennial census.

For example, in a 1980 experiment, the program found that sending enumerators to specific geographic areas of the country to update the Census Bureau’s address list and leave a questionnaire for residents to complete improved the quality of the address list.

This experiment led to the development of an operation — called Update Leave — that has a similar design as the 1980 experiment. Update Leave has been included in all subsequent censuses for select areas where the majority of households may not receive mail at their home’s physical location.

In 1990, experiments showed that major structural changes to the layout of the census questionnaire could lead to significant increases in self-response.

The success of the 1990 Census experiment transformed the Census Bureau’s thinking about possible questionnaire layouts, and led to the redesign of the questionnaire in 2000.

In 2000, the evaluations and experiments program produced results that continue to inform how data are collected today.

At that time, the Census Bureau was not sure if the soon-to-be-launched annual **American Community Survey** (ACS) could be conducted in decennial years. An experiment in 2000 where short-form census responders were invited to complete a separate ACS-style form, found that this separate but related survey could occur at the same time.

The experiment solidified plans to replace the decennial long form with the ongoing ACS in all years. The Census Bureau still sends the ACS to a sample of housing units every year — including the census year — to ensure that the wealth of information that the survey provides to the public is not interrupted every 10 years.

**Testing Leads to Change for 2020**

As these examples show, census testing can result in monumental changes in the way the census is conducted.

The shift from a paper questionnaire to the internet as the primary mode of self-response can be traced to experiments and evaluations in previous decades.

For example, the 2010 Census did not have an internet response option, but it evaluated how such an option might be offered to respondents in future censuses.

A 2010 experiment asked a small sample of self-responders to complete an additional form later in the year that largely mirrored the 2010 Census form. The difference was that one set of respondents was given the choice to respond online or by paper, and another group was invited to respond online only.

This evaluation’s results supported the hypothesis that some people can be invited to respond online and receive no paper questionnaire with little effect on the quality of the data collected.

The results of this evaluation served as the foundation for all mid-decade internet census tests and the design of the 2020 Census itself.

**What’s Happening in 2020**

We are at it again, leveraging the 2020 Census to improve our methods for future censuses.

We are studying ways different data collection strategies can improve response rates. We are examining if providing more training to English/Spanish bilingual interviewers increases the number of complete responses in Spanish.

Evaluation through experiments is key to making sure the data we collect are of the highest quality and the most complete they can be.

These types of programs within statistical agencies are more critical today than ever. They support the agency’s mission and improve the data we produce. Programs like this also align with the vision of efforts like the Commission on Evidence-Based Policymaking.

Randomized control experiments are a valuable tool in the Census Bureau’s — and other statistical agencies’ — evaluation programs. Such a rigorous method of evaluation ensures that our bag of apples and the resulting pie is of the highest quality.

**Misty Heggeness** is Senior Advisor for Evaluations and Experiments in the Census Bureau’s Research and Methodology Directorate.

**Julia Coombs** is the chief of the Census Experiments Branch in the Decennial Statistical Studies Division.
A Space for Remembering: Designing New Mexico’s Veterans Memorials and Parks

WHEN A COMMUNITY CHOOSES TO HONOR LOCAL VETERANS WITH AN OUTDOOR MEMORIAL, THE PROCESS OF BRINGING THEIR VISION TO REALITY BEGINS.

The goal is to merge local needs with design expertise, resulting in a lasting, beautiful tribute. Effective memorial design tells a story and elicits an emotional response from visitors. Technical aspects supporting the design fade to the background in a well-designed site, leaving the names of those who selflessly served our nation at the center of visitors’ attention.

One New Mexico firm that specializes in all types of memorial design is MRWM Landscape Architects in Albuquerque. Years of design experience with the National Cemetery Administration led to a focus on local memorials, as interest in building spaces of remembrance has grown in our state. Cities and towns, large and small, are able to tap the skills of landscape architects such as MRWM for these commemorations.

Memorial Design’s Hidden Details
Successful memorial design makes the complex look simple. There are many elements to balance and considerations to manage, including aesthetics, clarity of messaging, cultural appropriateness, materials, ADA access, lighting and maintenance concerns. Appropriate material selection helps to convey a sense of quality and permanence. Materials may include concrete, natural stone, metal plaques, engravings, artwork, shade elements and plantings. Experienced memorial landscape architects know that certain stones are more susceptible to soaking up water, which temporarily alters the surface color. This can be prevented with proper footing design and installation. Additionally, not all stones read clearly
when engraved. Choosing between engraving the stone directly or mounting brass plaques with individuals’ names depends on the availability of a nearby stone engraver. Sometimes brass plaques are more practical and can be mail-ordered so that future additions are consistent with the original style.

Engaging Community Is Paramount
Deep community engagement is critical for the success of any veterans memorial and the planning of public participation processes in each city and town must be a priority. There are many techniques that design professionals use to solicit input from stakeholder groups. Meetings, surveys, social media, design workshops and tours of other facilities are all ways landscape architects work with the public to ensure that the design reflects the local culture.

Planning For The Visitor’s Experience
Site design involves careful development of pedestrian and vehicular circulation. Clear boundaries, including entry features and signage help facilitate a smooth and welcoming arrival experience for the visitor. In addition, convenient, well-lit parking with shade and strong pedestrian connections are essential for a memorial park. Though ADA compliance is required for all public projects, ADA accessibility
is especially critical in the design of memorial parks due to the age of and possible service injuries sustained by its visitors. Landscape architects design for universal access even on the most difficult of sites. Veterans memorials and parks often present spaces for gatherings by means of plazas, memorial settings, seating areas, and walking trails, with permanent artwork often being a consideration.

**Designed To Last**

The longevity of any park hinges on the owner’s ability to maintain it. A memorial that appears worn or neglected dishonors those who served and is poorly perceived by family members and the public. Commonly, a veterans memorial in New Mexico is a high-use, public landscape with limited funds for maintenance. Tried-and-true design methods, knowledge of what plants thrive or not, and attention to construction details provide a high quality, maintainable memorial landscape.

New Mexicans are proud of their veterans and each community has a unique story to tell. Creating a memorable experience starts with a vision and high respect held for veterans. Collaborating with a skilled design professional can bring that vision to fruition, creating a lasting monument to friends, family and neighbors who served our country.

MRWM Landscape Architects has been designing spaces that capture people’s imagination for 46 years. For more information contact rloftis@mrwmla.com.
ZENCITY AND ICMA OFFICIALLY LAUNCH NEW STRATEGIC PARTNERSHIP

ICMA AND ZENCITY PARTNER TO HELP CITIES LEVERAGE A.I. FOR LOCAL GOVERNMENT

WASHINGTON, D.C., October 23, 2018 – ICMA, the International City/County Management Association, and ZenCity, a market and technology leader in data analytics for local government, formally join forces through a new strategic partnership. Through the new partnership, ZenCity will serve as ICMA’s preferred partner provider for A.I.-driven data analytics and sentiment analysis.

ZenCity uses A.I. and big data to tackle the challenges cities face in understanding their communities’ needs and priorities. ZenCity’s solution helps close the gap between the city and its citizens, enabling local governments to collect and incorporate real, citizen-backed data into decision making. Its technology helps cities access wide-scale resident feedback and make data-smart decisions and is currently being used by more than 30 cities. These cities have already reaped significant benefit from the platform, including fiscal savings, proactive governance, better communication with city residents, and more data-driven planning.

“By partnering with ZenCity, ICMA and its members are bringing the cutting edge to local government to fulfill our vision of creating and sustaining thriving communities throughout the world,” said Marc A. Ott, executive director, ICMA. “We believe ZenCity’s city-centric technology, including its sentiment analysis and unique geolocation capabilities, has great potential in helping cities make more data-driven decisions.”

“Cities are demanding to be more data-driven and are working hard to meet the needs and priorities of their residents,” said Eyal Feder-Levy, CEO and co-founder of ZenCity. “We’re excited to be helping them do just that. We are big fans of ICMA and the work they’re doing for local governments around the world, and we’re thrilled that ICMA shares our vision and dedication to helping cities innovate. We look forward to a fruitful partnership.”

About ICMA

ICMA, the International City/County Management Association, advances professional local government management worldwide through leadership, management, innovation, and ethics. ICMA provides member support; publications; data and information; peer and results-oriented assistance; and training and professional development to more than 12,000 city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA’s members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas. ICMA has gathered more data on local government than any organization except the federal government, spanning a broad spectrum from economic development to local government innovation.

About ZenCity

ZenCity is the only data analytics tool tailored especially for city leaders to help them automatically and continuously understand resident feedback on a wide scale. ZenCity collects and analyzes millions of resident-generated data points from sources like social media, city hotlines, and more. Using A.I., ZenCity transforms the data into real-time and ongoing insights. Local governments use ZenCity to prioritize resources, track performance, and connect with their community.
immediate or direct threat of injury or death to that person or another."

The final change as a result of the legislature’s activity was the result of passing SB-323. This bill made changes to the criminal code with respect to the possession of marijuana. If a person is convicted of possession of up to one-half ounce of marijuana that person shall be issued a penalty assessment and is subject to a fine of fifty dollars ($50.00). Possession of more than one-half ounce but up to and including one ounce of marijuana is, for the first offense, guilty of a petty misdemeanor and shall be punished by a fine of not less than fifty dollars ($50.00) or more than one hundred dollars ($100) and by imprisonment for not more than fifteen days, and, for a second or subsequent offense, is guilty of a misdemeanor and shall be punished by a fine of not less than one hundred dollars ($100) or more than one thousand dollars ($1,000) or by imprisonment for a definite term of less than one year, or both. With respect to the possession of drug paraphernalia, possession of such paraphernalia is now punished by issuing a penalty assessment with a fine of fifty dollars ($50.00).

The penalty assessments discussed above shall not be considered a criminal conviction under the new law. The bill also specifically provided that an officer may issue a warning notice, but shall fill in the information section of the citation and give a copy to the person after requiring a signature on the warning notice as an acknowledgment of receipt.
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New Mexico Broadcasters Association
2333 Wisconsin St. NE

9 a.m. - 4 p.m.

Space is Limited
Phone, fax or e-mail Melanie J. Majors of the NMBA if you, or a senior member of your agency or department, wish to attend.

The Training is Free and Lunch is Provided.

Panel discussions with local information professionals and working media will take place during lunch.
This is an advanced class that instructs command officers on how to work with the media to manage encounters. It will provide basic information on media law, and participants will engage in an on-camera interview. This is for senior staff and those who have already taken the NMDOT/NMBA basic media-training course.

Law Enforcement Officers will earn 7 hours of NMLEA credits.

Melanie J. Majors, New Mexico Broadcasters Association, and Kevin Bruno, Retired, New Mexico State Police, are the instructors.

Register online www.nmiba.org/training

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