



# OFFICE OF COMMUNITY ENGAGEMENT

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**Project Name:** Census 2020

**Most Recent Update:** December 18, 2020

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## General

### Background

Starting in March 12, 2020, the U.S. Census Bureau will send out a postcard with information on taking the census. Unlike previous iterations of the census, this version is intended to be taken online, though citizens can opt to take the census over the phone in one of 14 languages or by mail. The census officially kicks off on April 1, 2020. Citizens can take the census to moment they receive the postcard in March through early May. The census is mandatory, and if it isn't completed, the U.S. Census Bureau will send canvassers find people and make sure they are counted.

### Core Messages/Talking Points

In coordination with federal best practices, and in coordination with our partners at the State, COMPASS, Conservation Voters for Idaho and other organizations, the City of Boise will reiterate the messaging developed by the Federal Census Bureau while also customizing the messaging to fit to Boise and our region:

### Federal Messaging: The 2020 Census is Easy, Safe, and Important

#### Easy

- The census can be taken online, by phone or by mail.
- The census consists of 10 questions that will take approximately 10 minutes to complete.
- Anyone completing the census online can use one of 49 language guides that how to complete each question.
- Anyone completing the census by phone can do so in one of 14 languages.
- For the first time ever, anyone can take the census on a mobile phone.

#### Safe

- By law, the Census Bureau cannot release any identifiable information about you, your home, or your business, to law enforcement agencies or other government agencies. (Personal information shared as part of the census is protected under Title 13 of the U.S. Code.)
- Information shared in completing the 2020 Census is confidential; no one can personally identify information about you or others for 72 years per federal law.
- Data collected as part of the census are secured by the latest IT infrastructure that defends against cyberthreats.
- Strict policies around data protection and privacy further protect the confidentiality of everyone's information.

## Important

- Idaho receives approximately \$1,475 per year, or \$14,750 per decade, for each person that completes the census.
- A complete and accurate count ensures Idaho and all of its cities receive an equitable proportion of the \$675 billion annually distributed by the federal government
- Money from the census help improve schools, transportation, public works, and other vital programs and services that our communities rely on.
- Census data ensure fair Congressional representation and are crucial in accurate congressional redistricting.
- Census data help local governments provide greater public safety and emergency preparedness through accurate depictions of each community.
- Census data help shape where cities locate schools, offices and stores.

## Objectives

- Help citizens understand the changes to 2020 Census
- Encourage citizens to complete the census online, by phone or by mail
- Reassure citizens that the census data are secure and confidential
- Ensure a complete count in our city and across the state

## Target Audiences

- General Public
- Vulnerable Communities and Hard-to-Count Populations

## Strategy Recommendation

A phased communications strategy:

- **Phase One - Awareness:** Educate the public about changes for Census 2020 (and data security).
- **Phase Two - Activation:** Inform people how and where to take the census, and why it matters to our city and our state.

Both phases will emphasize an informative, inclusive and positive messaging voice aimed at highlighting the benefits of the census.



## Tactics

### Briefings/Partner Building

- Meetings with Complete Count Committee (CCC)
- Library! Census Training

### In-Person

- Canvassing to disenfranchised communities
- Census Day Event
- Capital City Market Booth

### Paid

- Digital (KTVB, Statesman)
- Statesman Inserts
- Radio Ads
- Boise Weekly

### Print/Direct Mail

- Utility Bill
- Handouts
- Bookmarks for Library

### Earned Media

- Radio: Idaho Matters
- Viewpoint
- Print and Television interview opportunities
- Press Release

### Social Media/Digital

- City Social, Boosted in March and April
- In The Know Newsletter

### Online/Web

- Cityofboise.org
  - Website explaining
  - How/where to take the census
  - Why to take the census
  - Link to COMPASS and CENSUS.GOV

### Internal/Employees

- BoiseHome
- One City, One Team Newsletter



## Timing

### 1. October

- Develop Communications Plan, Messaging, Schedule
- Budget ask of Council

### 2. November to January:

- Material Development
  - i. Graphics
  - ii. Social Media and Web
  - iii. Palm cards
  - iv. Bookmarks
- Social Media
- Utility Billing Statement in December
- Canvassing Team Hiring

### 3. January to February – Phase 1: Awareness

Get Ready/Education

- Social Media
  - i. What to expect...
  - ii. The Census is coming
- Utility Billing Statement: The Census is Coming (Why to take it, and the new changes)
- Radio Ads
- In The Know Newsletter: Learn about Census 2020
- Training for Library staff
  - i. Distribute Bookmarks, Palm Cards, Posters
- Canvasser Team Training and Deployment

### 4. March to end of April – Phase 2: Activation

- Social Media
  - i. Where and How to complete the Census
  - ii. What happens if you don't complete the Census on time?
- Utility Billing Statement: Where+How to take the new census, why it matters
- In The Know Newsletter: Take the Census
- Library Census Kiosks/Assistance (at all locations)
- Library Speaker Series
- Radio Ads
- Newspaper Ads: Statesman, Press, and Boise Weekly?
- Census Day Event, April 1 2020
  - i. Swag? (Shirts, bookmarks, stickers?)
- Canvasser Taskforce Deployment
  - i. Social Service providers
  - ii. Libraries
  - iii. Places of worship
  - iv. Treefort
  - v. Boise State Quad

### 5. May to June: Reminder and Sunset

- Social Media
  - i. Reminder to Complete



## Budgets

Currently, COMPASS is dedicating approximately \$35,000 in funding to promote the census regionally. There is a possibility COMPASS will include an additional \$15,000. A "+" indicates areas where additional funding may be allocated.

<b>COMPASS Communications Plan</b>		<b>\$50,000</b>
<b>Item/Quantity</b>	<b>Estimated Costs</b>	
<b>Billboards</b>		
3 months (Feb – April):		\$10,000
<ul style="list-style-type: none"> <li>• Valley Regional Transit bus billboards 8 buses for 3 months each at \$375/month per bus (8 x 3 x 375)</li> <li><b>OR</b></li> <li>• Roadside Billboards at ~\$1,000 per month 3 billboards X 3 months X 1000</li> </ul>		
<b>Print Materials</b>		
<ul style="list-style-type: none"> <li>• Handouts (10,000 half page or 5,000 full page) = ~\$1,500+</li> <li>• Newspaper Ads (4 in March, 1 in April)               <ul style="list-style-type: none"> <li>○ Idaho Statesman (5) = \$3000</li> <li>○ Idaho Press Tribune (5) = \$2,000</li> <li>○ Meridian Press (5) = \$1000</li> <li>○ Kuna/Melba (4) = \$1000</li> <li>○ Spanish Audience paper (2) = \$1000</li> <li>○ Other small-town papers = \$500</li> </ul> </li> <li>• Print Displays: \$150</li> </ul>		\$10,500
<b>Radio Ads</b>		
<ul style="list-style-type: none"> <li>• English and Spanish ads for various local radio stations, 6 weeks</li> </ul>		\$22,000
<b>Digital and Social Media</b>		
<ul style="list-style-type: none"> <li>• Targeted digital ads (for search engines) = ~\$5000</li> <li>• Boosted social media posts = \$330</li> <li>• Website: \$170</li> </ul>		\$5,500
<b>Translation Services</b>		
<ul style="list-style-type: none"> <li>• Translation of materials into Spanish</li> </ul>		\$500
<b>Swag</b>		
<ul style="list-style-type: none"> <li>• 5000+ "Be Counted" buttons (illustrative; might be other objects)</li> </ul>		\$1,500+



<b>CITY COMMUNICATIONS BUDGET (tentative)</b>	<b>\$100,000</b>
<b>Item/Quantity</b>	<b>Estimated Costs</b>
<b>Billboards</b>	
3 months (Feb – April): <ul style="list-style-type: none"> <li>Roadside Billboards at ~\$1,000 per month 3 billboards X 3 months X 1000</li> </ul>	\$9,000
<b>Print Materials</b>	
<ul style="list-style-type: none"> <li>Posters with city-wide poster exchange = \$3,000</li> <li>Bookmarks for Libraries, printing costs = \$3,000</li> <li>Utility Billing Insert: <ul style="list-style-type: none"> <li>Additional one-page insert, printing and postage = \$3,000+</li> </ul> </li> <li>Handouts \$5,000</li> </ul>	\$13,000
<b>Paid Media</b>	
<ul style="list-style-type: none"> <li>Newspaper Ads: (5 months) = \$10,000</li> <li>Radio Ads for local stations (5 months) = 10,000</li> </ul>	\$20,000
<b>Digital and Social Media</b>	
<ul style="list-style-type: none"> <li>Boosted social media posts = \$5,000+</li> </ul>	\$5,000
<b>Translation Services</b>	
<ul style="list-style-type: none"> <li>Translation of materials into Spanish</li> </ul>	\$3,000
<b>Canvasser Taskforce and Materials</b>	
Team of Canvassers: <ul style="list-style-type: none"> <li>Census Day Event</li> <li>Social Service providers</li> <li>Libraries</li> <li>Places of worship</li> <li>Treefort</li> <li>Boise State Quad</li> </ul> T-shirts: \$2,000 15,000 “Be Counted” Buttons: \$3,000 Additional Print Materials: ~\$3,000 Labor: ~\$42,000+	\$50,000

