

HTC Brainstorm Results

1. "I don't think the census has an impact on my life."

- **What can you do?**
 - Show those who believe this a YouTube video that explains why the census is important for everyday citizens
 - Create a PSA (public service announcement) to show a community that benefits vs. a community that doesn't as a result of participating in the census. Show how cities have already benefited from census participation.
 - Send out an easy-to-understand infographic for social media, as well as displays in the community
- **How can COMPASS help?**
 - COMPASS can create/help create an informational YouTube video (one with good visuals)
 - Idaho specific information (redistricting process, funding, etc.)
 - Short Q+A on the website:
 - Why do we need the census?
 - What is it used for?
 - Why do we collect this specific information?
 - How is it used?
 - Create a Q+A infographic

2. "I have trouble completing the census forms."

- **What can you do?**
 - For no computer skills:
 - Set up computer stations at schools, libraries, and city halls with support staff
 - For translation:
 - More than 90 languages in West Ada (more in Boise)
 - In-home advocates
 - 200+ interpreters on school contact list
 - Coordinate school district, library, and faith-based institution resource rooms as places of assistance
 - Create a YouTube video (instructional) that takes citizens into a step-by-step process in respective language
 - Mobile stations at senior centers, homes, and ethnic groceries
- **How can COMPASS help?**
 - Provide funding for advocates and translators
 - Help create YouTube instructional video
 - Provide traveling kiosks and support at key locations

3. “I don’t feel comfortable sharing my information.”

- **What can you do?**
 - Tough one since I deal with immigrant families. If they take that question off, that will help.
 - Create YouTube video/help create video (post on social media)
 - Enlist community reps – seniors, Hispanic/Latino, faith-based, etc.
 - I could be part of the mobile team
 - I could help with the Indian community outreach
- **How can COMPASS help?**
 - Hindi TC advertisements to be run in-between Hindi programming channels; targeting HI-B visa issue (Micron and HP)
 - Regional mobile teams to assist before/after religious congregations (Fridays at mosques, for example)
 - Have ethnic experts speak in native language to educate about “citizenship” question
 - Provide a list of safe places for immigrant populations to complete the census
 - Include in YouTube video why it is safe to fill out the census

4. “I don’t have time to fill out the census.”

- **What can you do?**
 - Set up at events that are well-attended (create a mobile station)
 - Partner with Groupon and other companies – if they fill out the census, they receive discounts on clothes, tools, events, etc.
 - Take the census with me to share with others.
 - Employer-sponsored time to fill out the census.
 - Provide the census form at locations where people are waiting:
 - Parent/Teacher conferences
 - DMV
 - REC Center
 - Etc.
- **How can COMPASS help?**
 - Mobile bus and kits (for DMV’s and schools)
 - Provide a mobile team for Ada and Canyon counties
 - Provide incentives to those who fill out the census
 - Set clear time expectations
 - Make a video
 - Load the census on Olive Garden and Red Robin-type kiosk stations
 - Library iPads/computers
 - Coffee shops