

REGIONAL COMPLETE COUNT COMMITTEE

****Successes and Challenges****

Successes

- Federal program coordinator helped with Spanish speaking residents
- Hired more marketing staff at VRT to get the word out
- Valley CCC is working well – Stanley, Challis, Salmon are all engaged
- Communication office more outreach with Facebook site, PSA's, Nextdoor
- State Complete Count Committee formed
- Information is powerful - \$1,473 per Idahoan
- Boise Chamber is working on outreach with education and information
- Principal engagement and interest
- Program leads for at-risk families
- Creating GIS at Southwest District Health
- Economic development director
- Included in Governor's Complete Count Committee
- Employee awareness meeting
- Because of numbers from last census, Wilder hit 1500 threshold, led to 2nd liquor license and increase in development
- Because of numbers from last census, CDBG entitlement city (City of Caldwell)
- Community efforts becoming one

Challenges

- Time
- Organizational structure
- Explaining the “why”
- Motivation this far in advance
- Bilingual materials (identifying languages to translate)
- Access to devices (resource: libraries)
- Unified answer/message within the City
- Identifying community members for the local complete count committee
- Language barriers
- More interaction with regional coordinators
- Need for a timeline checklist
- How do we identify and locate the groups that need to be counted
- Emergence of light industrial/comm. Outside of available service districts
- Limited electronic connection
- Lack of funding/budget
- No staffing or inadequate staffing
- GIS resources/coordinates
- Citizenship concerns
- Lack of duo language materials
- Lack of trust
- Need for coordinated message templates