

Leadership in Government, Ada County

City of Boise

2020 Census Education and Outreach Project

The City of Boise's 2020 Census Education and Outreach project represents a tremendous achievement for Boise City, the Treasure Valley, and the State of Idaho.

Data gathered from the decennial Census are imperative to supporting planning and decision-making over a 10-year period. In addition, every person counted equates to an estimated \$1,473 per year in federal funds for Idaho, supporting programs such as school lunch programs, Community Development Block Grants, transportation, and more.

However, only limited federal resources were allocated to assist with communications regarding the 2020 Census across the United States. Recognizing the importance of outreach and education in garnering a complete Census count, the Boise City Council allocated \$100,000 to fund a 2020 Census education and outreach effort, which was led by the city's Community Engagement and Planning and Development Services departments. The city collaborated regionally and state-wide to develop and share ideas, graphics, and more. The city's funds were used to create radio ads, bus billboards, yard signs, bookmarks, social media videos, as well as support a dedicated "canvassing team" and the development of a "Census Day" proclamation signed by leaders from across the state.

This hard work paid off, as the City of Boise yielded one of the highest self-response rates in the nation for cities larger than 200,000.