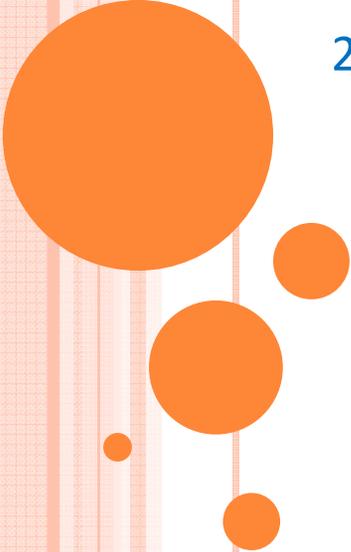


**HAWAII GOVERNMENT COMPLETE
COUNT COMMITTEE
PAST AND PRESENT**

PEARL IMADA IBOSHI, CHAIR

2010 Census Hawaii Government Complete Count Committee
May 12, 2009



2000 CENSUS GOVERNMENT COMPLETE COUNT COMMITTEE

- No state funding – worst economic time
- Little experience – new team working on Census
- Difficult geography – counties are on separate islands
- Large minority and foreign-born population – 18% foreign born and 77% minority

2000 CENSUS GOVERNMENT COMPLETE COUNT COMMITTEE

- Established in April 1999
- 25 members from State and County agencies
- Committee Chair: Pearl Imada Iboshi

WHAT DID WE DO IN 2000 CENSUS

- Payroll message
- Census message on metered mails
- Census in schools packet
- Posters on bulletin board
- State newsletter
- Brochure in the libraries
- T-Shirt for the Great Aloha Run
- Census event on March 4, 2000

What did we do in 2000 Census

PAYROLL MESSAGE – MARCH 20, 2000

HAWAII CENSUS 2000 -- BE COUNTED

WHEN YOUR CENSUS FORM ARRIVES IN THE MAIL IN MARCH, PLEASE FILL IT OUT AND MAIL IT BACK AS SOON AS POSSIBLE. YOUR ANSWERS DETERMINE HOW HAWAII COMMUNITIES WILL SHARE OVER \$185 BILLION OF FEDERAL FUNDS EACH YEAR. BY LAW, YOUR ANSWERS REMAIN CONFIDENTIAL AND CANNOT BE SHARED-THEY REMAIN WITH THE CENSUS BUREAU.

FEDERAL LAW REQUIRES A CENSUS EVERY 10 YEARS. HAWAII WILL USE CENSUS DATA TO UPDATE OUR LOCAL POLITICAL BOUNDARIES. FOR THE FIRST TIME, SEPARATE RACE CATEGORIES FOR "ASIANS" AND FOR "NATIVE HAWAIIANS AND OTHER PACIFIC ISLANDERS" WILL BE ON THE FORM. LET'S BE COUNTED!

MARCH 20, 2000

BENJAMIN J. CAYETANO, GOVERNOR

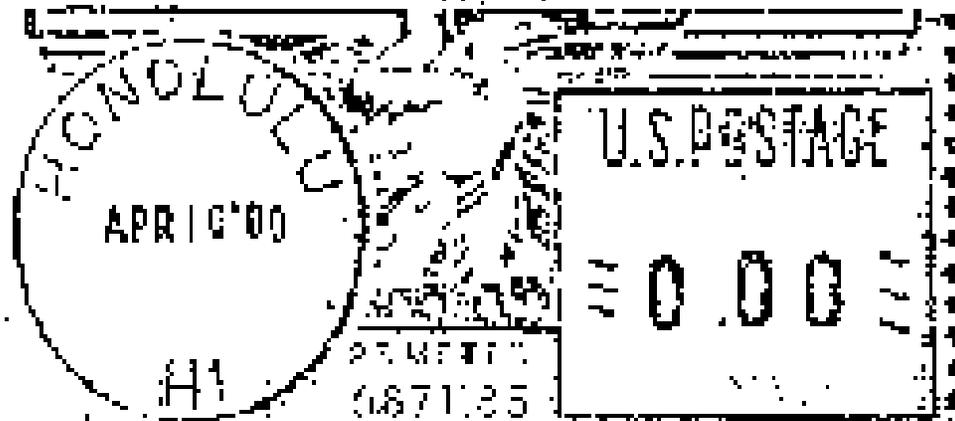
What did we do in 2000 Census

POSTAGE METER MESSAGE

How did we do in 2000

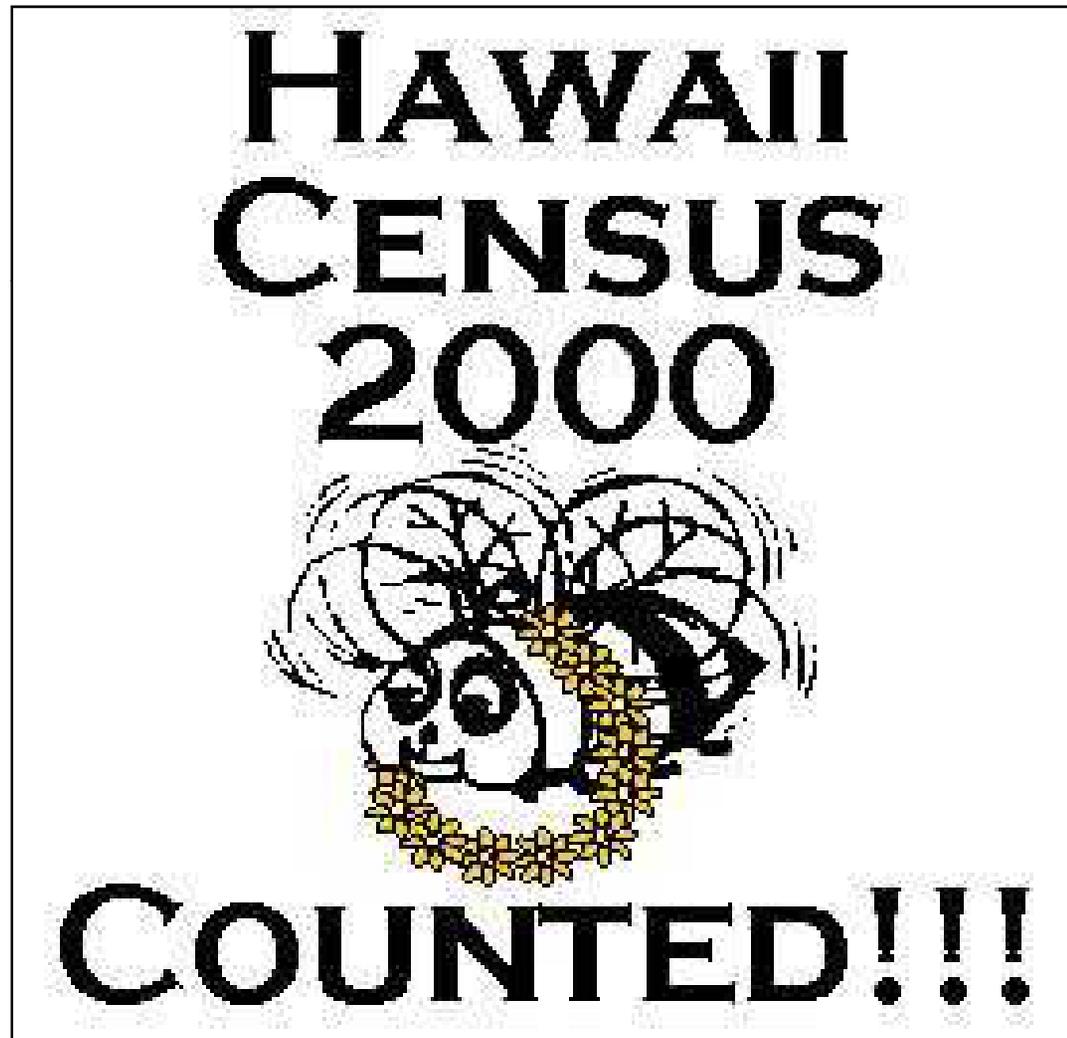


Counted!!!



What did we do in 2000 Census

Postage meter message – DBEDT's Design



What did we do in 2000 Census

*DBEDT LIBRARY USED HAWAII'S 2000 MILLENIUM
COMMISSION DESIGN TO CREATE PLASTIC BAGS*



What did we do in 2000 Census

GREAT ALOHA RUN IN FEBRUARY 2000

CENSUS 2000 PROMOTIONAL T-SHIRTS ON STATE DEPT. OF DEFENSE RUNNERS



What did we do in 2000 Census

OHA PRINTED AND DISTRIBUTED SMALLER VERSION OF CENSUS BUREAU'S NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER POSTER

The image displays a poster for the 2000 U.S. Census. The poster is divided into two main sections. The left section features a painting of an elderly woman with white hair and glasses, wearing a dark dress with a white collar, and a young girl with dark hair, wearing a white lace-trimmed dress. They are sitting on a bed covered with a vibrant, patterned blanket in shades of orange, red, and purple. The woman is pointing at a document on the bed, and the girl is looking at it with interest. The background shows a window with a view of a tropical landscape. The right section of the poster is a solid orange color. It contains the text 'United States Census 2000' in white, followed by the slogan 'This is your future. Don't leave it blank.' Below this is a small image of a census form with a pen resting on it. At the bottom of the poster, the text 'Generations Are Counting On You' is written in a large, white, serif font. Below this, in smaller text, is 'U.S. CENSUS BUREAU'.

United States
Census
2000

This is your future.
Don't leave it blank.

Generations Are Counting On You

U.S. CENSUS BUREAU

What did we do in 2000 Census

Other Promotional Items

- “Census in the Schools” program
- Bookmarkers
- National Asian Pacific American Legal Consortium – posters, flyers and handouts in different languages, DBEDT is the regional distribution center

What did we do in 2000 Census

CENSUS 2000 EVENT – MARCH 4, 2000

- Distributed Census 2000 information and promotional items
- Had refreshments, entertainment, door prizes
- Speakers included Governor Cayetano, Dr. Kenneth Prewitt, Haunani Apoliona, and Pearl Imada Iboshi
- Attendees included Governor Cayetano, Lt. Governor Mazie Hirono, Representative Neil Abercrombie. Dr. Kenneth Prewitt, Census Bureau director – first visit ever by a Census Bureau Director to Hawaii.
- Representatives attended from different ethnic groups such as Native Hawaiians, Samoans, and Chamorros
- Corky Trinidad signing Census posters that he designed

What did we do in 2000 Census

CENSUS 2000 EVENT – MARCH 4, 2000



What did we do in 2000 Census

CENSUS 2000 EVENT – MARCH 4, 2000

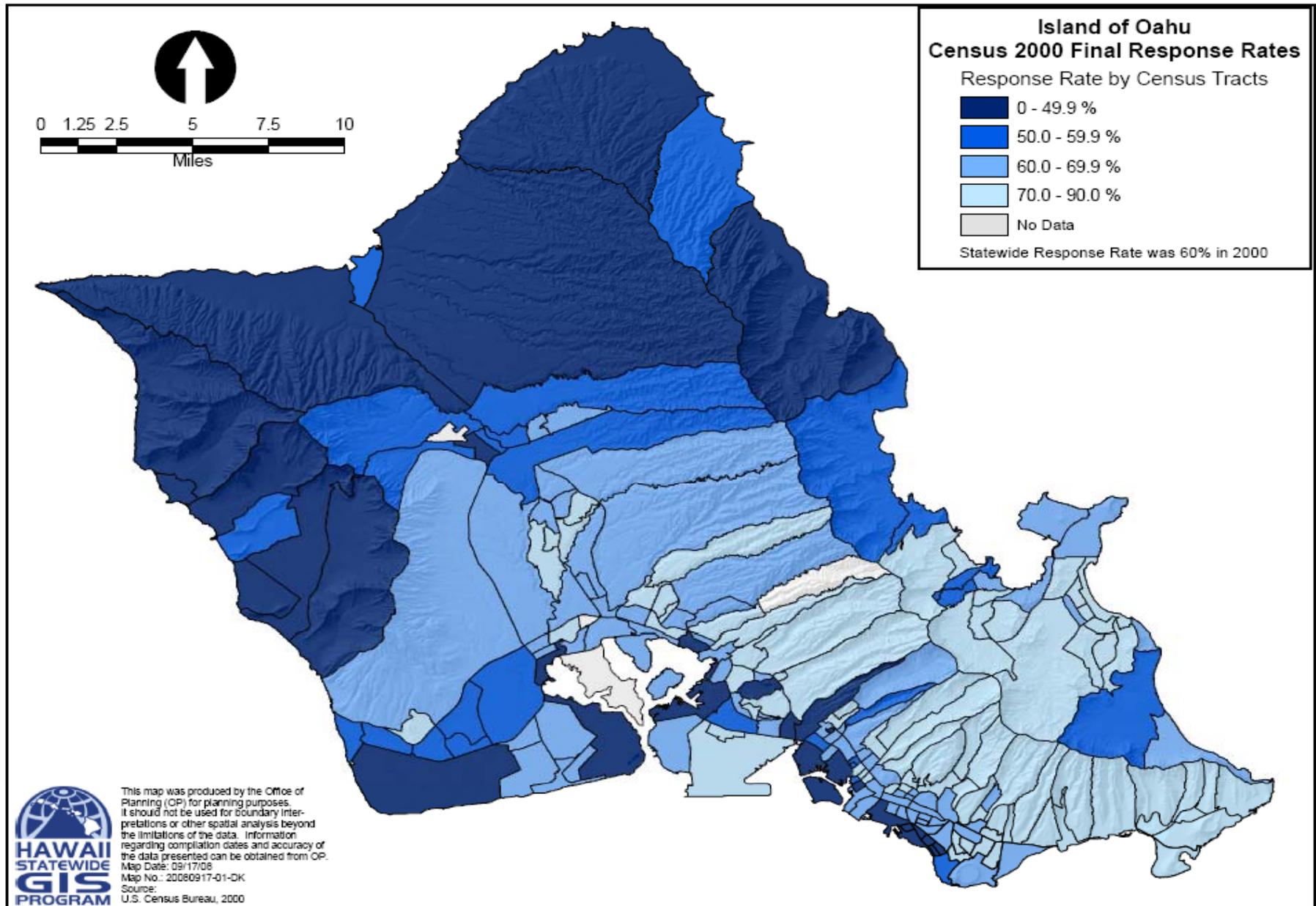
DR. KENNETH PREWITT – U.S. CENSUS BUREAU DIRECTOR



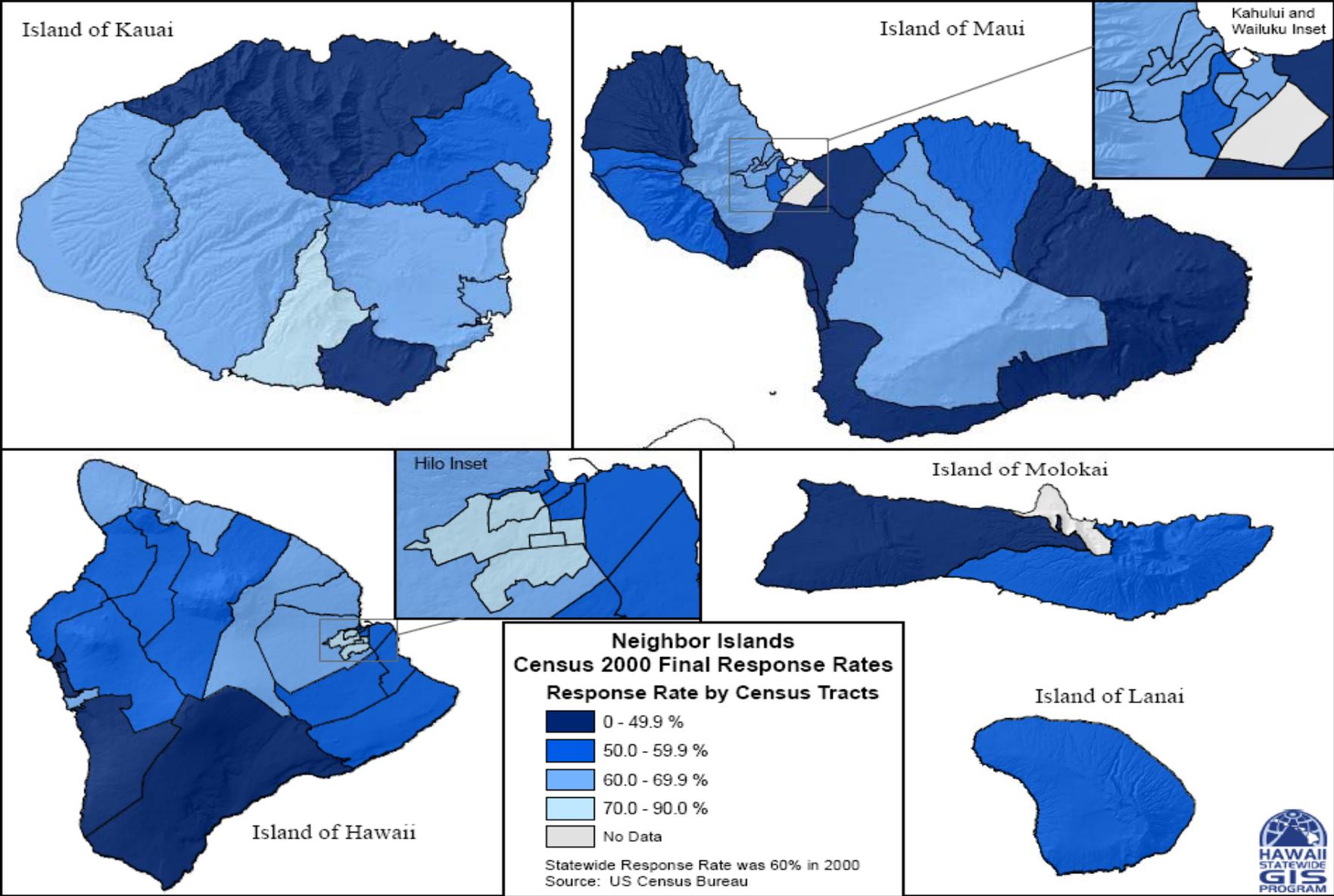
SUMMARY FOR 2000 CENSUS

- \$1,000 funds (DBEDT)
- \$700,000 in-kind services (HGCCC)
- Good committee participation
- Low final response rate – 60%

Census 2000 Final Response Rates – Less than half in rural Oahu



Neighbor Island Counties Had Lower Response Rate than Oahu in 2000



2010 CENSUS IS APPROACHING QUICKLY

- Census Bureau started preparation a few years ago
- Early Local Census Office in Honolulu started operating in 2008 and officially open in January 2009
- Local Census Office in Waianae is going to be established
- DBEDT 2010 Census Website was setup in 2008

HAWAII 2010 CENSUS ADVANTAGES AND CHALLENGES

Advantages:

- Census Bureau in-kind funding
- Local Census Offices concentrate on low responding and hard to count areas
- Experience of last Census
- 100% state and county participation in Complete Count Committee

Challenges:

- Bad economic conditions
- No state funding

2010 CENSUS HGCCC MAIN GOALS

- Work toward an accurate 2010 Census population count for Hawaii
- Increase awareness of the census
- Achieve a 2010 Census statewide final response rate of 67%

2010 CENSUS HGCCC MAIN OBJECTIVES

- Help the Census Bureau with data collection, recruitment and promotional activities for the 2010 Census
- Develop and implement an effective outreach and promotion plan in order to educate government workers and the public we serve and influence people to respond to the census
- Make government employees "census ambassadors" by suggesting a series of awareness activities that government agencies can implement for our employees

2010 CENSUS HGCCC MAIN OBJECTIVES – CONT.

- Implement activities that will improve census participation by all residents, especially historically undercounted segments of the population
- Develop a contingency plan now for neighborhoods where low response rates are expected so the plan can be implemented immediately when initial mail response rates are announced in April 2010
- Help dispel myths about the confidentiality and uses of the censuses. Reassure others about census confidentiality and that the law protects information collected in the census

2010 CENSUS HGCCC MAIN OBJECTIVES – CONT.

- Supplement media programs, publicity, and promotions conducted by the Census Bureau
- Encourage census participation through promotions in the schools and the use of census educational materials in the schools
- Produce messages and promotional materials tailored to government workers and the public they serve

IMMEDIATE WORK PLAN

ESTABLISH SUB-COMMITTEES

We had 4 sub-committees in 2000, do we want to do the same?

- COUNTY SUB-COMMITTEE
- EDUCATIONAL SUB-COMMITTEE
- INTERNAL SUB-COMMITTEE
- OUTREACH SUB-COMMITTEE

IMMEDIATE WORK PLAN – CONT.

Census 2000 COUNTY SUB-COMMITTEE

(Do we want the same structure?)

- County of Hawaii
- City & County of Honolulu
- County of Kauai
- County of Maui
- Dept. of Defense

IMMEDIATE WORK PLAN – CONT.

EDUCATIONAL SUB-COMMITTEE

(Do we want the same structure?)

- Dept. of Education
- State Library System
 - (should we have separate representative for 2010 Census?)
- University of Hawaii

IMMEDIATE WORK PLAN – CONT.

INTERNAL COMMITTEE

(Do we want the same structure?)

- Dept. of Accounting & General Services
- Dept. of the Attorney General
- Department of Budget and Finance
- Dept. of Human Resources Development
- Dept. of Land & Natural Resources
- Dept. of Taxation
- Dept. of Transportation

IMMEDIATE WORK PLAN – CONT.

OUTREACH SUB-COMMITTEE

(Do we want the same structure?)

- Dept. of Agriculture
- Department of Commerce and Consumer Affairs
- Dept. of Hawaiian Home Lands
- Dept. of Health
- Dept. of Human Services
- Dept. of Labor & Industrial Relations
- Dept. of Public Safety
- Judiciary
- Office of Hawaiian Affairs

IMMEDIATE WORK PLAN – CONT.

DISCUSSION:

1. Sub-Committee Leader Nomination
2. Sub-Committees to meet and come up with proposals of activities
3. Discussions of some possible activities

FUTURE WORK PLAN

NEXT MEETING DATE?