

**2010 Census HGCCC
Our 12th and Final Meeting**

**Pearl Imada Iboshi
Hawaii Government Complete Count
Committee for 2010 Census
April 13, 2010**

COMPLETE COUNT COMMITTEE CONTRIBUTIONS

◇ *“Together We Count” 2010 Census Fair Lincoln Elementary School*



Sponsored by Lincoln Elementary School, Kula no na Po'e Hawaii, Papakolea Community Assn., Census 2010, DBEDT & KUMU Radio

COMPLETE COUNT COMMITTEE CONTRIBUTIONS

◇ *“Together We Count” 2010 Census Fair Lincoln Elementary School*



Entertainment & Food



COMPLETE COUNT COMMITTEE CONTRIBUTIONS

◇ 2010 Census Newsletter – April 2010 Issue

April 2010
Has Your 'Ohana Been Counted?

National Census Day is Here!

THE HONOR OF THE INDIVIDUAL RESTS WITHIN THE TRACKS OF THEIR ANCESTORS

PROUD STRONG CONFIDENT

2010年国勢調査
あなたの世帯にもう国勢調査はお済ですか？

あなたがお参加することでハワイ州は更に多くの連邦政府資金の配当を受けます。

Print the Posters
The pdf versions of these posters are available for your use at:
http://hawaii.gov/dbedt/info/census/Hawaii_Census_2010/2010-Census-HGCCC/Posters/index.html
and at:
<http://2010.census.gov/partners/materials/posters-materials.php>

Mailing back your 2010 Census form ensures an accurate count and lowers the cost of the 2010 Census by reducing the number of census workers who must go door-to-door to collect census data.

Starting on May 1, 2010, the Census Bureau will send workers to households that did not return their Census form. Each home visit will cost us (as taxpayers) \$60-\$70.

Japanese Poster Translation:
Has Your 'Ohana Been Counted?
Hawaii gets federal funds when you are counted.

COMPLETE COUNT COMMITTEE CONTRIBUTIONS

◇ May 5, 2010 State Payroll Message (through DAGS)

****HAVE YOU MAILED IN YOUR 2010 CENSUS FORM?****

YOU SHOULD HAVE ALREADY RECEIVED YOUR 2010 CENSUS FORM IN THE MAIL OR IT MAY HAVE BEEN LEFT AT YOUR DOOR.

IF YOU HAVE NOT MAILED BACK YOUR FORM YET, TAKE 10 MINUTES TO FILL OUT THE FORM AND MAIL IT BACK TODAY. CENSUS INFORMATION COLLECTED FROM THESE FORMS WILL BE USED FOR THE NEXT TEN YEARS IN FEDERAL FUND DISTRIBUTION AND COMMUNITY DECISIONS.

THE CENSUS BUREAU SAVES \$60-\$70 PER FORM THAT IS RETURNED BY MAIL SO YOU ARE SAVING TAXPAYERS' MONEY BY MAILING IT BACK.

IF YOU NEED A COPY OF THE CENSUS FORM, PLEASE CALL 1-866-872-6868 FOR ASSISTANCE.

MAY 5, 2010

LINDA LINGLE, GOVERNOR

COMPLETE COUNT COMMITTEE CONTRIBUTIONS

◇ “MARCH TO THE MAILBOX” EVENT

- ◇ Friday, April 9, 2010
- ◇ Corner of School Street and Likelike Highway
- ◇ Census tract 62.02 – 29% response rate

Summary

COMMITTEE GOALS (May 12, 2009)

- 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%
- Increase response rates throughout the state, especially among historically undercounted populations
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a Census awareness campaign targeted at government workers and the public they serve

Summary



COMMITTEE GOALS (cont)

- Achieve a cooperative partnership between the federal, state and county governments and enhance the Census Bureau's efforts in data collection, recruitment and promotional activities for the 2010 Census
- To bring together a group whose major focus is on 2010 Census awareness



Summary

2009 PSP Approved Applications

Requestor Organization	Product	Cost	Description	Number
2010 Census Hawaii Government Complete Count Committee	Banners	\$2,748	Large vinyl banners (15' X 4') and small vinyl banners (10' X 3')	2 large banners / 5 small banners
Department of Business, Economic Development & Tourism	Posters	\$2,990	Color; large posters (18" X 24") and small posters 11" X 17"	20 large posters / 2,750 small posters
Department of Human Resource Development	Grocery totes	\$2,976	One color, one side print; 13" X 7" X 14"	1,600 totes
Department of Labor and Industrial Relations	Pen	\$2,990	Stick ball point	20,000 pens

Summary

2010 PSP Approved Applications

Requestor Organization	Product	Cost	Description	Number
Department of Hawaiian Homelands	Grocery totes	\$2,976	One color, one side print; 13" X 7" X 14"	1,600 totes
Department of Health	Pens	\$2,995	Retractable ball point pen; various colors on outside, black ink	8,000 pens
Hawaii Housing Finance & Development Corporation	Rulers	\$2,993	6" white vinyl rulers	27,00 rulers
Department of Taxation	Grocery totes	\$2,976	One color, one side print; 13" X 7" X 14"	1,600 totes
University of Hawaii	Banners	\$2,970	Vinyl (10' X 3')	10 banners

Summary

Overall HGCCC Committee Activity Listing

- 12 HGCCC meetings
- Governor's proclamation on Hawaii Census Day (May 12, 2009)
- 2 Governor's payroll message
- 2010 Census E-Blast / other mail messages to employees about the importance of 2010 Census
- 5 issues of HGCCC Newsletter (included articles from Momi)
- Worked with media to promote 2010 Census.
- 9 PSP applications approved /distributed promotional products
- Design and production of poster
- Banners displayed at events and several locations
- Display of 2010 Census messages on Aloha Stadium score board for 5 events
- Linapuni Census in School event / Lincoln Elementary School event
- Public speeches on the importance of Census

Summary

Evaluation

- **Committee**
- **2010 Census promotion in Hawaii**
- **2010 Census promotion in the nation**



***Thank you to
all HGCCC members
as well as
the Census Bureau!***

2010 Census HGCCC Meeting

Last meeting of the 2010 HGCCC

See you in 2020!