

2010 Census HGCCC

Eugene Tian

Hawaii Government Complete Count
Committee for 2010 Census

November 10, 2009

2010 Census HGCCC

The Media and the Message

“It’s in Your Hands”

Wednesday, October 28, 2009

Hawaiii Government Complete Count Committee

Club 14 • U.S. Coast Guard • Sand Island
Wednesday, October 28, 2009



The Media and the Message

"It's in Your Hands"

Wednesday, October 28, 2009

PROGRAM

Lynne Choy Uyeda & Sandra Alvarado
Media Specialists, Los Angeles Regional Census Center

≈≈≈ Reception: Mix & Mingle ≈≈≈

"New Portrait of America"

Welcome

Dr. Pearl Imada Iboshi, Chairperson
Hawaii Government Complete Count Committee

What's at Stake for Honolulu

Mayor Mufi Hannemann
City & County of Honolulu

Census Information Center

Momi Fernandez, Data & Information Director
Papa Ola Lokahi Native Hawaiian Health Care Systems

Questions from the Media (Open Forum)

Following formal program, the media is welcome to do
"one-on-one"
interviews with the Special Guests.

United States
Census
2010



IT'S IN OUR HANDS

Event

- Welcome speech –
Provided information about our
2010 Census HGCCC
- Attended by HGCCC members:
Census Information Center - Presenter
C & C of Honolulu
Hawaii Housing Finance & Development Corp
- Displayed banner & distributed posters

2010 Census HGCCC

**2009 Partnership Support Program
Funding Requests**

Promotional Item Orders

10' X 3' Banners..... **1 org/1 banner** (Total available now - 1)

15' X 4' Banners..... **1 org/1 banner** (Total available now - 1)

11" X 17" Posters..... **13 org/1,045 posters** (Max-100/org; total available now - 1,705)

Pens **10 org/2,700 pens** (Max – 300/org; total available – 2,300)

Grocery totes **11 org/415 totes** (Max – 40/org; total available – 785)

Promotional Item Orders

Deadline for HGCCC member orders is
Monday, November 30, 2009

- ◇ After that date, promotional items will be distributed to other people/organizations who are requesting items.
- ◇ After that date, promotional items will be given to HGCCC members if item is still available.

2010 Census HGCCC

**2010 Partnership Support Program
Funding Requests**

Promotional Item Applications

T-shirts Department of the Attorney General

Rulers..... DBEDT Hawaii Housing Finance and Development Corporation (shared with Department of Health and rest of HGCCC members)

11" X 17" Posters..... Department of Human Services
(Hawaiian, Filipino, Japanese, Chinese and Korean)

Promotional Item Applications - Planning

Banners..... University of Hawaii

Prizes for poster contest..... DOE

Pens DOH

Grocery totes ????

Poster Translations

**Has your household been counted?
Hawaii gets federal funds when you are counted.**

Japanese translation:

米国2010年人口調査

あなたの世帯はもう人口調査はお済ですか？あなたが参加する事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。

Poster Translations

**Has your household been counted?
Hawaii gets federal funds when you are counted.**

Chinese translation:

美国2010年人口普查

您及您的家人都参加人口普查了吗？

您及您家人的参与可为夏威夷州带来更多的联邦拨款。

Proposed T-Shirt Design



Proposed T-Shirt Design

Our 'Ohana Need to be Counted



Proposed T-Shirt Design

Our 'Ohana Need to Be Counted



Slogan on Pens and Grocery Totes

Pens:

Existing: "Hawaii Needs You to be Counted"

New: "Be Counted in Hawaii" ??

New: "Hawaii Counting on You" ??

New: "Our 'Ohana needs to be Counted" ??

Grocery totes:

Existing: "Has Your 'Ohana Been Counted?"

New: "Our 'Ohana Needs to be Counted" ??

New: "Don't Miss It, Be Counted!" ??

FY 2010 Partnership Support Program Funding

New deadline:

Friday, November 20, 2009

Any other funding requests being submitted by HGCCC members?

2010 Census HGCCC Meeting with L.A. Partnership Head

***** HGCCC Members Invited*****

Snedha Desai
Partnership Head, L.A. Regional Census Center
Wednesday Nov. 18, 2009
1:30 p.m.
READ Conference Room 435A

**2010 Census HGCCC
Subcommittee Working Session**

Subcommittee Meeting Agenda

- **Work on proposed activities**
- **Continue working on Partnership Support Program applications**

Committee staff will provide assistance

Time and Room Allocation

- First session of HGCCC meeting: 15 minutes, Room 436
- Individual subcommittee meetings: 45 minutes
 - Business and Outreach Subcommittee....Room 410
 - Government Subcommittee.....Room 436
 - Media and Education Subcommittee.....Room 435A
- Presentation by subcommittees: 30 minutes, Room 436

Next 2010 Census HGCCC Meeting

Tuesday, December 8, 2009