

Hawaii Government Complete Count Committee Meeting Minutes

Location: No. 1 Capitol District Building, 250 S. Hotel St., Room No. 436, Honolulu, HI

Date: Tuesday, September 17, 2019

Time: 10:00 a.m.

Agenda items

1. Introduction
2. Presentation by Eugene Tian, Committee Chair
3. Subcommittee reports
4. Concurrent Subcommittee meetings

Meeting notes

- Introduction of people who were in attendance.
- Presentation by Eugene Tian.
 - There will be a census data training held Monday September 23rd and sponsored by DBEDT on the Census 2020 update and a workshop on census data use.
 - Eugene provided a funding update relating to the DBEDT RFP. Funding of \$750,000 was allocated but due to annual budget restrictions, the RFP listed \$667,500. There are usually budget restrictions each year since around 2009. The RFP will be awarded October 25th and contractor should start in November and go through July. They will help with the door-to-door effort. Eugene expressed his appreciation to the Media Subcommittee members for their input with the RFP. The RFP has 4 major parts and the HGCCC will work closely with the contractor. The contractor (1) will be the lead for the community-based organizations and will have a complete count committee (2) will do the design and promotion for the 2020 Census items such as flyers (3) will assist or hold 4 major census-focused events which cannot be combined with other events (one for each county; happening between Nov 2019 and March 2020) as well as sponsor, help, manage or organize 40 small events (around 200 participants each) which may be combined with an existing events and with the contractor providing the manpower and promotional items and (4) must report their activities. Eugene will report the status of the contractor's work to HGCCC.
 - Next HGCCC meeting will be at Kapiolani Community College on Oct. 15th. Eugene will send more information on it a week before the meeting. The University of Hawaii will give a presentation on their census funding. It will be good to carpool so email DBEDT if you need a ride. See the parking lot map in Eugene's presentation file. You can park in any green colored part of the map, except in Lot A.
 - DBEDT translated brochures with drafts given to us are listed in Eugene's presentation file. We are still looking for someone to review the Ilocano translation.
 - Eugene did a segment on "Some Population Characteristics from American Community Survey". Census data are in two parts. The decennial census has 10 questions

- including age, race, sex. Another part is the American Community Survey (ACS) which is done every year and contains demographic, social, economic, and housing data. Eugene looked at the 2005-2009 data (5-year averages) versus the 2013-2017 data (5-year averages). Hawaii was the 6th ranked state in the nation for percentage of people in the 65 years and over age group. The population control total for the ACS comes from the decennial census. DBEDT and the Dept. of Health assists the U.S. Census Bureau each year with population estimates and the estimates involve births minus deaths plus net migration. There is a national trend of birth rates declining. DBEDT's long-range forecast has the number of child bearing women (age 12 to 51 years old) down and fertility rate declining. The never married population in Hawaii increased from 31.6% to 33.1%. It affects home building when there are more single people and they may want to live near the downtown area. In Hawaii, people who spoke the Asian and Pacific Islander languages at home was 22.2% of the population as compared with the U.S where 3.5% of the nation's population spoke the Asian and Pacific Islander languages at home.
- Looking at the Census Bureau timeline, they are now doing address verification. Eugene queried if DBEDT would be able to get the Census 2020 questionnaire to distribute at events. Sharen Nakashima, U.S. Census Bureau Partnership Specialist, said no.
 - Eugene displayed the DBEDT handout containing information on federal dollars allocated to Hawaii based on population count which was distributed earlier. The other DBEDT handout was "How the 2020 Census will invite everyone to respond".
 - We will gather information on (1) the complete count committees in Hawaii and all their members and (2) planned events and people involved. Sharen Nakashima recommended going on the Census Bureau website for the Hawaii CCCs. Hawaii United Okinawan organization is listed. Some CCCs are in training and by about November 9th at the latest, they should be finalized. The newest is Kauai County CCC, the only one in Kauai County; the Japanese organization in Hawaii County is in training (already listed on Census Bureau website); and C & C Honolulu CCC is still in training
 - A listing of planned events is needed to help when the RFP is awarded so Eugene asked if the subcommittee chairpersons would collect the listing from each of their members during their meetings held between the general HGCCC monthly meetings. Data needed are (1) name of event (2) date (3) time frame and (4) anticipated number of participants. Events to include are those from now and continuing on.
 - Jim Patterson from Office of Hawaiian Affairs (OHA) suggested using Google spreadsheet to create the event listing. He said that OHA is a Census Information Center (CIC). They will have census activities on Wednesday, September 25th (census solution workshop) and 27th (data use workshop). The census solution workshop will be conducted by Haley Ashcom on how to reach the hard-to-count community. Carlie Liddle of the Hawaii State Data Center will be a part of the panel. See the flyer because there are a limited number of spaces.
 - The U.S. Census Bureau Partnership Specialists provided information on their activities. Sharen Nakashima said the sample 2020 Census survey form is on the Census Bureau website. Sharen distributed 2 handouts (1) "Why We Ask" and (2) "2020 Census Roadmap" (from the Statistics in Schools program). The Partnership Specialists are going to the Council of Native Hawaiian Advancement (CNHA) event, neighborhood board meetings, rotary club meetings and libraries. They are looking for speaking engagements. They were part of the Okinawan Festival with about 30,000 participants. The LGBT Festival will be on October 19th at the Waikiki Shell and 10,000 people are expected. Martin Luther King Day is coming up. They

went to the Asian media event in Los Angeles where the Bureau showed the “Shape your future” promotional ad in different languages and these are now on the Census Bureau website. The biggest thing is that everything in media will begin in January 2020. Posters in different languages will be available from the Census Bureau. Sharen also explained that the online questionnaire can handle more information e.g. if there are more than one family and other individuals at an address, it would be best to respond online as it has the capability to list up to 99 people. Annie Sokol said they are doing job fairs and have lots of applicants but still need a lot more. Sharen said they are looking for seniors as well as people for their administrative jobs. Address canvassing will go up to October 4th. Next spring, they will be using field workers and they need those who are 18 years and older to work. In November and December, they will be doing parades. Since they only have a few Partnership Specialists in Hawaii, they need to partner with everyone. Eugene requested a list of their Partnership activities and Sharen said they have the list till January.

- William Nhieu of the Department of Commerce and Consumer Affairs said that their Business and Outreach Subcommittee met for the first time between HGCCC meetings. They discussed getting the Attorney General's guidance regarding the inclusion of census promotional messaging within other State of Hawaii correspondence sent out by general mailers, renewal reminders, etc. (includes correspondence already being sent by direct mail or contact channels). For example, would it be acceptable to include a census flyer in the same envelope as a tax reminder, a business renewal form, or unemployment documents? Another question would be, for example, could we include two sentences promoting census participation in correspondence sent by email through email subscriptions and email reminders? Are we allowed to include the non-aligned (while state sponsored) census promotions in other departmental direct contact correspondence? There was also the question of whether we should use our own email accounts or send messages out of a general separate government email account set up for the 2020 Census.
- **The Government Subcommittee update was given by Julie Ebato of the Department of the Attorney General.** She informed us that they are working towards banners for the departmental websites and will let the counties know what they are doing. Bill Snipes of Kauai County said their vendor would be able to put the banner on their website. Eugene said we are the government CCC and we also work with the people in our community. If you have events, the committee has promotional items for it. Julie Ebato asked about the rural areas and elderly not having much access or ability to use the online option. It was mentioned that there was update/leave data and maps of the rural areas displaying this data where people will get paper questionnaires. Annie Sokol has the location of these maps. Sharen said there is an online option for use by a majority of people. But Sharen has been talking to neighborhood boards and senior centers, letting them know that the survey will still come by postal carrier and they can mail back the survey. The faster you respond, though, the better it is so that the Bureau does not have to send so many reminders. Eugene said that the update/leave maps would be good to share with the future contractor. Annie Sokol said that during March to May, we can see which census tracts are not responding and we can follow-up. Only enumerators are allowed to have the questionnaire due to confidentiality and other issues. The outreach mapper already can be used to forecast which census tracts will have challenges. Some areas on Oahu like Waianae, Kalihi and Waipahu would be good places to schedule events in. Eugene said to email your t-shirt size to the email address where you respond for the meeting attendance and we will get you the t-shirt at our next HGCCC meeting or so.

- **The Media Subcommittee update was presented by Deborah Kwan of the Department of Taxation.** She said that the Media Subcommittee members are reaching out to all the other HGCCC members for assistance in producing targeted contents for each department. She asked everyone to let the subcommittee know what newsletters you have and when it goes out so that the subcommittee members will know what we can publish census contents in. The subcommittee members are ready to work with you directly.
- **The Business and Outreach Subcommittee update was delivered by William Nhieu of the Dept. of Commerce and Consumer Affairs.** He reported that they want to reach major organizations like insurance companies to get to their employees. He had talked about getting the Attorney General’s opinion on questions which he mentioned earlier. They want to start in January to get messaged information to Honolulu and the neighbor islands, unions, etc. Messages should go out between January to March. The legislators need simple messages. We can either contact the Speaker of the House with a formal memo or just do it informally. Eugene suggested that the Media Subcommittee can prepare messages for the Speaker of the House and other legislators. William said legislators just need something to copy and paste into newsletters.
- Jim Patterson of the Office of Hawaiian Affairs is the only member of the Education Subcommittee in attendance today so there will be no separate subcommittee meeting.

Actions before/for the next meeting

List of upcoming events collected from subcommittees members by subcommittee chairpersons and given to Eugene one week before the next meeting.

List of activities from the Census Bureau Partnership Specialists.

T-shirt size and color (yellow or white) from each HGCCC member.

List of all complete count committees and their members.

Subcommittees will have separate meetings prior to the next HGCCC meeting.

Next meeting

Location: Kapiolani Community College, Tamarind Room, Ohelo Building, Honolulu

Date: Tuesday, October 15, 2019

Time: 10:00 a.m. to 12:00 p.m.