

Hawaii Government Complete Count Committee meeting minutes

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

Date: Monday, April 1, 2019

Time: 10:00 a.m.

Agenda items

1. Welcome by Dr. Eugene Tian, chairperson
2. Introduction of U.S. Census Bureau representatives by Jessica Imotichey, Partnership Coordinator, LA Regional Office
3. Introductions by GCCC department representatives, invited guests, and committee staff
4. Opening remarks by Governor David Y. Ige
5. Reading of Governor's Proclamation by Carlie Liddell, Hawaii State Data Center
6. Remarks by DBEDT Director Mike McCartney
7. Remarks by Julie Lam, U.S. Census Bureau LA Regional Director
8. Presentation by Dr. Eugene Tian, "Hawaii Government Complete Count Committee: Past and Present"
9. Closing comments and remarks

Meeting notes

- Hawaii's response rate for the 2010 Census was 70%, and the U.S. response rate was 74%. The goal for Census 2020 is a Hawaii response rate of at least 74%.
- There will be three ways to respond to the 2020 Census: online, over the phone, and by mail. There will be greater language support for the 2020 Census to assist non-English speakers.
- Hard-to-count areas include rural Oahu and neighbor islands. These areas will be targeted for outreach. 2010 response rates by census tract are available and should be accessible for the committee. The Census Bureau has an online mapping tool which identifies low response areas. It is online at <https://www.census.gov/roam>.
- Local Partnership Specialists with the Census Bureau will act as liaisons between the GCCC and the Census Bureau. There are currently Partnership Specialists on Oahu and Maui.
- The Area Census Office for Hawaii will be opening in June/July of 2019. The office is currently hiring. Visit <https://2020census.gov/jobs> to apply.
- DBEDT has started producing promotional material, including shopping bags, pens, notepads, and brochures. Those materials are available for committee members to distribute to their constituencies.
- There is no Partner Support Program funding from the Census Bureau for the 2020 Census, so the cost of producing any promotional materials by the Committee must be assumed at the state level.
- Meetings are scheduled for the second Tuesday of each month from 10:00 a.m. to 11:30 a.m. The meetings can be moved to the afternoon if there is consensus.

Actions before/for the next meeting

1. Materials from this meeting, including presentation, Governor's proclamation, future meeting schedule, and response rates from the 2010 Census, to be made available online at https://census.hawaii.gov/census_2020/hgccc/.
2. Committee members to consider the subcommittee structure. What subcommittees are necessary? Last decennial, there were three subcommittees: Business and Outreach, Media & Education, and Government. Should we keep the same subcommittees and/or add others?
3. Committee members to plan for the use of promotional materials.

Next meeting

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

Date: Tuesday, May 14, 2019

Time: 10:00 a.m. to 11:30 a.m.