

HAWAII GOVERNMENT COMPLETE COUNT COMMITTEE PAST AND PRESENT

Eugene Tian, Chair

Department of Business, Economic Development & Tourism

2020 Census Hawaii Government Complete Count Committee
April 1, 2019

WHAT DID WE DO FOR CENSUS 2010

2010 Census Government Complete Count Committee

- Established in April 2009
- 25 members from State and County agencies
- Committee Chair: Pearl Imada Iboshi

Summary for 2010 Census

- \$26,614 spent on promotional materials
- Good committee participation
- Final response rate – 68% (lower than the national average of 74% but much higher than the 2000 response rate of 60%)

What did we do in 2010 Census

- 12 HGCCC meetings
- Governor's proclamation on Hawaii Census Day (May 12, 2009)
- 2 Governor's payroll message (March and May)
- 2010 Census E-Blast / other mail messages to employees about the importance of 2010 Census
- 5 issues of HGCCC Newsletter, included articles from Census Information Center – Papa Ola Lokahi
- Worked with media to promote 2010 Census
- 9 Partnership Support Program 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

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010



Proclamation

Government exists to serve the people, and it is imperative that elected officials and agencies have an accurate understanding of who they are serving. For this reason, the U.S. Constitution mandates a census be conducted every 10 years.

The results of the nationwide survey have a real impact on how government operates. The numbers are used to allocate Congressional seats and electoral votes to the states, determine the kinds of services to provide the community and how best to distribute \$300 billion in funds to local, state and tribal governments. Legally, U.S. citizens are required to participate in the Census, a process which takes less than 10 minutes and all information is kept confidential.

The first census in the United States was conducted in 1790, under the leadership of Thomas Jefferson, who was then Secretary of State. Since that time, census results have successfully tracked the rapid growth of our nation and the ever-changing composition of our citizenry.


The State of Hawai'i is committed to ensuring that its residents' interests are served through a full and accurate count of its citizens, and has formed the Hawai'i Government Complete Count Committee for this purpose.

THEREFORE, I, LINDA LINGLE, Governor, and I, JAMES R. "DUKE" AIONA, JR., Lieutenant Governor of the State of Hawai'i, do hereby proclaim May 12, 2009, as

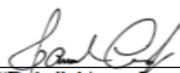
2010 CENSUS DAY

in Hawai'i, and encourage our citizens to "stand up and be counted," and to participate in activities related to the 2010 Census.

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, this twelfth day of May 2009.



Linda Lingle
Governor, State of Hawai'i



James R. "Duke" Aiona, Jr.
Lieutenant Governor, State of Hawai'i

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

March 19, 2010 State Payroll Message (through DAGS)

**** BE COUNTED IN THE 2010 CENSUS ****

2010 CENSUS FORMS ARE COMING IN THE MAIL THIS MONTH. FILL IN YOUR FORM AND MAIL IT BACK TO THE CENSUS BUREAU AS SOON AS YOU CAN.

HELP YOUR COMMUNITY GET NEEDED FUNDING FOR ROADS, SCHOOLS, JOB TRAINING, HEALTH PROGRAMS AND MORE. \$400 BILLION IN FEDERAL FUNDS ARE DISTRIBUTED EACH YEAR BASED ON CENSUS FIGURES. EACH PERSON MISSED IN HAWAII WOULD MEAN A LOSS OF \$1,200 IN FEDERAL MONEY EACH YEAR FOR 10 YEARS. YOU CAN MAKE A DIFFERENCE IN HAWAII'S ECONOMY JUST BY BEING COUNTED.

SEE 2010CENSUS.GOV

MARCH 19, 2010

LINDA LINGLE, GOVERNOR

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

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

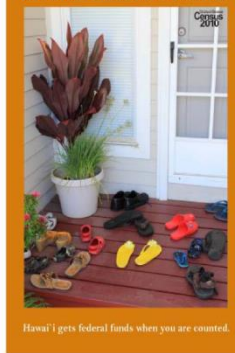
LINDA LINGLE, GOVERNOR

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

December 2009
Has Your 'Ohana Been Counted?

Census 2010: Making Hawaii Count

Has Your 'Ohana Been Counted?



Hawaii gets federal funds when you are counted.

Yes, You Count!

Everyone counts. And because there is so much at stake in the outcome of the count, everyone in the Hawaii 'Ohana must be counted. The count from Census 2010 will form the baseline for everything from federal funding to emergency planning. You can help census count by making sure you've been counted. Our goal is 100 percent Census 2010. Census forms arrive in March of 2010. Be prepared to be counted!



March 2010
Has Your 'Ohana Been Counted?

Census 2010: It's In the Mail!



Check Your Mailbox for your Census Form

With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.

By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.



Print the Posters

The pdf versions of these posters are available for your use at:
http://hawaii.gov/dbedt/census/Hawaii_Census_2010/2010-Census-HGCCCC/Posters/index.html

We have an enormous task of counting every resident living in Hawaii's diverse communities for the 2010 Census.

Before we can begin counting our residents, we have to have office and field workers. We are still actively recruiting for our office. Some of the harder areas to recruit are:

- Kona/Kohala
- Kapaemahu/Maui/Paia
- North Shore (Oahu)
- Waianae
- West Kona
- Lanai-Kaula-Prince
- Niihau

If you have friends or family living in these areas and would like to be considered for a job with the 2010 Census, please contact The Bureau office at 808-846-3410 or the Honolulu Office at 808-533-6920.

We are also looking for bilingual speaking residents to help get a more accurate census count.

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

January 2010
Has Your 'Ohana Been Counted?

Census 2010: It's a Critical Count

Ua helu 'iaanei kou 'ohana?



Lou'a ke kaka pakeha i Hawaii ke haka 'ia 'oe.

Everyone Should be Counted!

Getting the word out to all members of our community is the first step in a complete census.

The Hawaii Census 2010 series of posters produced by the 2010 Census Hawaii Government Complete Count Committee are available in six different languages:

- English
- Korean
- Chinese
- Japanese
- Hawaiian
- Tagalog

The pdf versions of these posters are available for your use at:

http://hawaii.gov/dbedt/census/Hawaii_Census_2010/2010-Census-HGCCCC/Posters/index.html

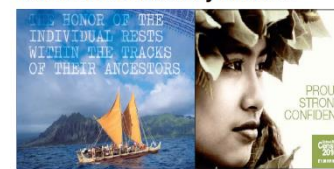
Poster Translation:
Has Your 'Ohana Been Counted?
Hawaii gets federal funds when you are counted.

Federal Funding Is Based on the Census:

Everyone counts. And because there is so much at stake in the outcome of the April 2010 census count, everyone in the Hawaii 'Ohana must be counted. The count from Census 2010 will form the baseline for everything from federal funding to emergency planning. Our goal is 100 percent participation in Census 2010. Census forms arrive in March of 2010. Be prepared to be counted!

April 2010
Has Your 'Ohana Been Counted?

National Census Day is Here!



2010年国勢調査
あなたの世帯はもう国勢調査は済みますか?

Print the Posters

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

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.

February 2010
Has Your 'Ohana Been Counted?

Census 2010: Are You Ready?

Nasama na he ang tanyag pamilya sa hinangap?



Unangangap ang tanyag pamilya sa hinangap sa Hawaii.

Let Everyone Know

Getting the word out to all members of our community is the first step in a complete census.

The Hawaii Census 2010 series of posters produced by the 2010 Census Hawaii Government Complete Count Committee are available in six different languages:

- English
- Korean
- Chinese
- Japanese
- Hawaiian
- Tagalog

The pdf versions of these posters are available for your use at:

http://hawaii.gov/dbedt/census/Hawaii_Census_2010/2010-Census-HGCCCC/Posters/index.html

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

Only Takes 10 Minutes to be Counted

Basic Questions:
Name
Relationship
Age, Date of Birth
Gender
Race



10 more applicants needed immediately to fill 2010 Census jobs (about pool in Hawaii). Pay rate is \$17.00-\$19.50/hour. 3000s applicants will be invited to paid training. Call 808-861-2010 or visit <http://2010.census.gov>.

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

2009 Partnership Support Program 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

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

2010 Partnership Support Program 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

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010



COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010



COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

Aloha Stadium Scoreboard Announcer text for 5 events:

- HHSAA Championship games (12/4/09)
- UH vs Wisconsin (12/5/09)
- Aloha Prep Bowl (12/12/09)
- Sheraton Hawaii Bowl (12/24/09)
- Great Aloha Run (2/15/10)

Be counted in 2010!

Look for your 2010 Census forms in the mail in March.

Just 10 questions to answer in about 10 minutes.

It's easy, important and safe.

Get your Ohana counted in the 2010 United States Census

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

“CENSUS IN SCHOOLS” NATIONAL EVENT HAWAII

- Tuesday, March 9, 2010
- Linapuni Elementary school in hard-to-count area
- Sesame Street characters - Walkaround Count von Count (The Count) and Rosita
- Attendees include Census Bureau representatives (including “Census in Schools” people), elected officials, media and HGCCC members



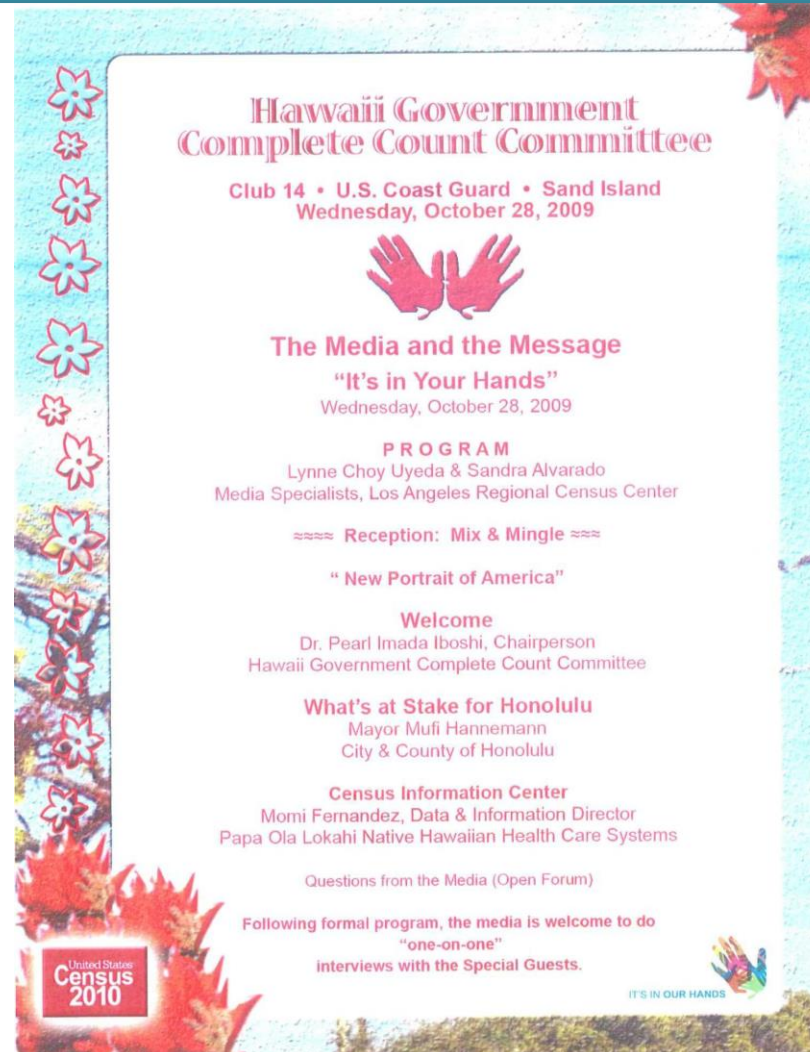
COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

**“CENSUS
IN
SCHOOLS”
KICKOFF
EVENT
HAWAII**



COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

Census Event at Club 14,
U.S. Coast Guard,
October 28, 2009



COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

*Coordination of “First Friday” Hemmeter building
event on January 8, 2010 –
2010 Census promotion table
(through the Hawaii State Foundation of the
Culture and the Arts - DAGS)*

Grammy Nominee Night

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

2010 Census Road Tour Van



COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

“Together We Count” 2010 Census Fair Lincoln Elementary School



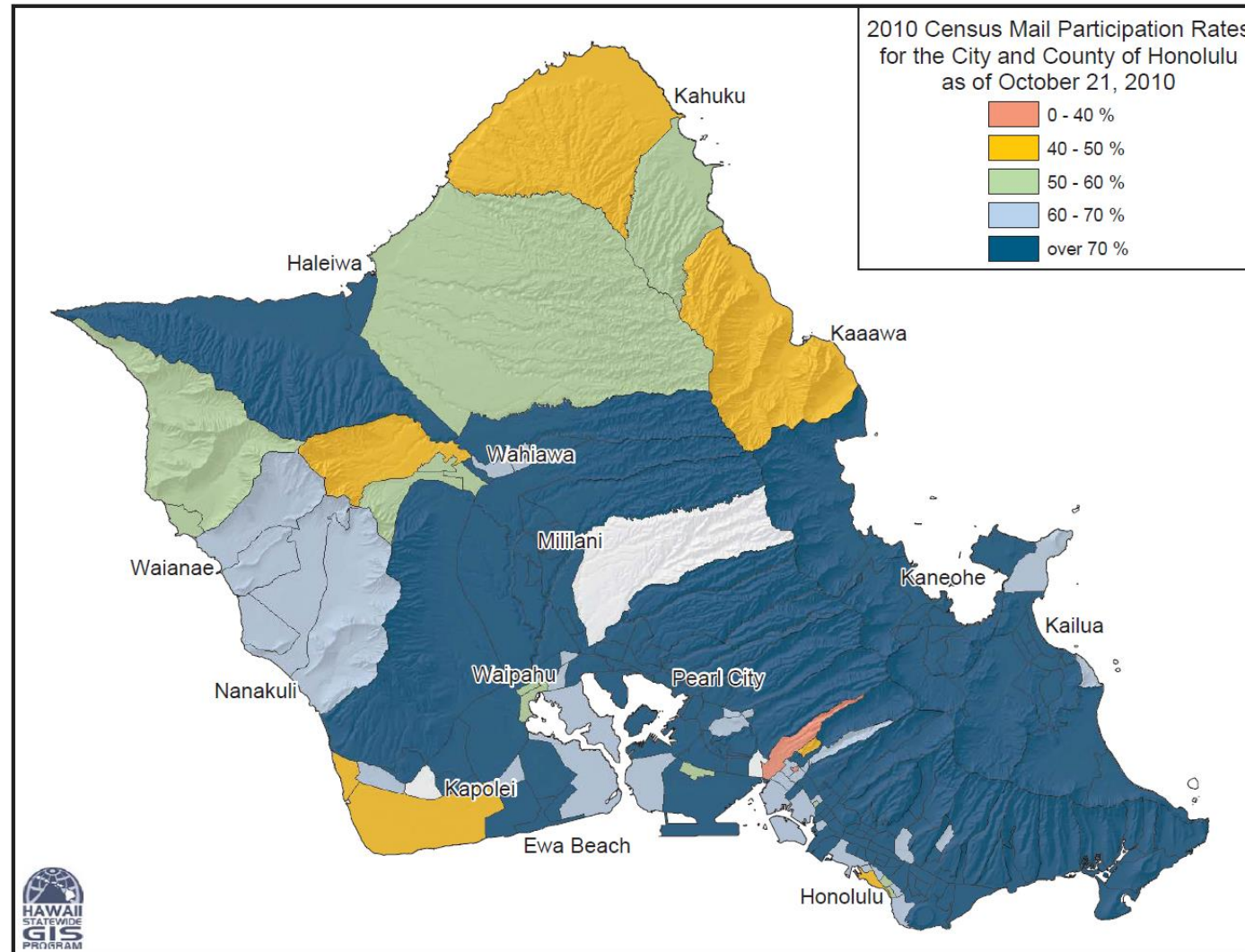
Sponsored by Lincoln Elementary School, Kula no na Po'e Hawaii, Papakolea Community Assn., Census 2010, DBEDT & KUMU Radio

COMPLETE COUNT COMMITTEE CONTRIBUTIONS Census 2010

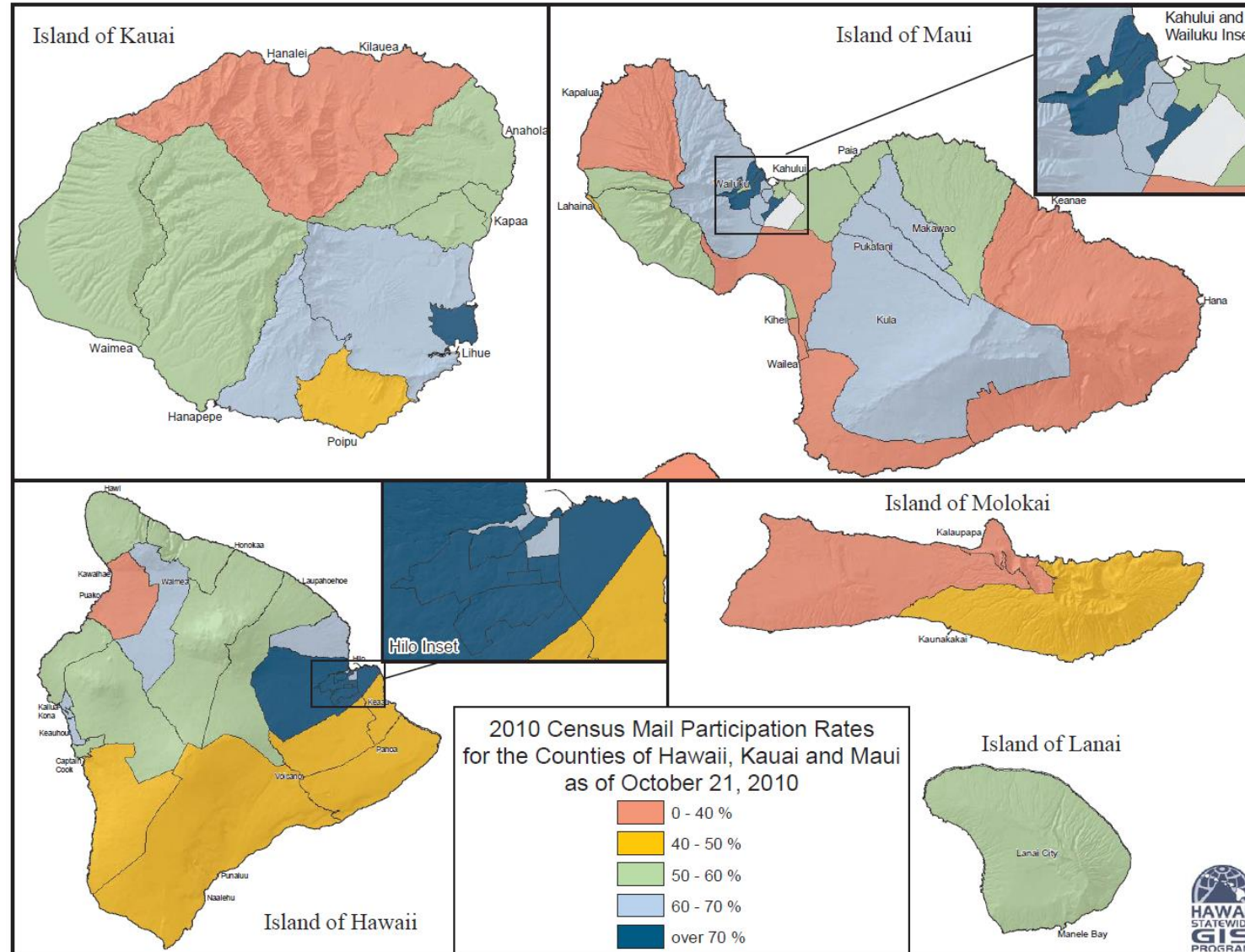
“MARCH TO THE MAILBOX” EVENT

- Friday, April 9, 2010
- Corner of School Street and Likelike Highway

Census 2010 Response Rates – Less than half in rural Oahu



Neighbor Island Counties Had Much Lower Response Rate than Oahu in 2010



2020 Census HGCCC Main Goals

- Work toward an accurate 2020 Census population count for Hawaii
- Increase awareness of the census
- Achieve a 2020 Census statewide final response rate of 74%

2020 Census HGCCC Main Objectives

- Help the Census Bureau with data collection, recruitment and promotional activities for the 2020 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

2020 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 response rates are announced in April 2020
- 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

2020 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 3 sub-committees in 2010, do we want to do the same?

- BUSINESS & OUTREACH SUB-COMMITTEE
- MEDIA & EDUCATION SUB-COMMITTEE
- GOVERNMENT SUB-COMMITTEE

Immediate work plan – cont.

BUSINESS & OUTREACH SUB-COMMITTEE (9 members)

(Do we want the same structure?)

- Census Information Center – Papa Ola Lokahi
- County of Maui
- Dept. of Agriculture
- DBEDT– Community-Based Economic Development
- Department of Commerce and Consumer Affairs
- Dept. of Hawaiian Home Lands
- Dept. of Land and Natural Resources
- Office of Hawaiian Affairs
- Dept. of Taxation

Immediate work plan – cont.

MEDIA & EDUCATIONAL SUB-COMMITTEE (7 members)
(Do we want the same structure?)

- DBEDT- Hawaii Housing Finance & Development Corporation
- Census Information Center – Papa Ola Lokahi
- City & County of Honolulu
- Department of Defense
- Department of Education
- Judiciary
- University of Hawaii

Immediate work plan – cont.

GOVERNMENT COMMITTEE (14 members)

(Do we want the same structure?)

- County of Kauai
- County of Maui
- Dept. of Accounting & General Services
- Department of Agriculture
- 2 representatives from Department of Attorney General
- Department of Budget and Finance
- Dept. of Health
- Dept. of Human Resources Development
- Department of Human Services
- Department of Labor & Industrial Relations
- Department of Land & Natural Resources
- Department of Public Safety
- Department of Transportation

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

ALOHA FROM DBEDT!

The Department of Business, Economic Development & Tourism is Hawaii's resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages.

What's New

[DBEDT Projects Slower But Stable Economic Growth](#)

DBEDT released its first quarter 2019 Statistical and Economic Report today. In this report, DBEDT kept its projection on Hawaii economic growth unchanged from its fourth quarter 2018 projection.

[Electrify America to Invest in Honolulu EV Fast Charging Stations](#)

Hawaii State Energy Office — Electrify America has selected Honolulu as one of 18 metropolitan areas to receive investment in electric vehicle DC fast chargers as part of the second phase of the organization's National Zero Emissions Vehicle Investment Plan.

[Hawaii Joins Select Group of States on Electricity Planning Task Force](#)

Hawaii State Energy Office — Hawaii has been named one of 16 states to represent the National Association of Regulatory Utility Commissioners and the National Association of State Energy Officials on a joint task force.

[Report Assesses the Feasibility and Implications of Managed Retreat from Coastal Areas in Hawaii](#)

Office of Planning — The Office of Planning's Coastal Zone Management Program (OP-CZM) announces the release of its final report: *Assessing the Feasibility and Implications of Managed Retreat Strategies for Vulnerable Coastal Areas in Hawaii*

[State Starts Development of Probabilistic Tsunami Design Zone Maps](#)

Office of Planning — The Office of Planning's Coastal Zone Management Program (OP-CZM) has begun developing comprehensive high resolution probabilistic Tsunami Design Zone (TDZ) maps for the Island of Oahu.

[Read More Entries from News](#)



Mike McCartney, Director

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Department of Business, Economic Development & Tourism

Census



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2017 American Community

	1,427,538	Total Population
	\$617,400	Median home value
	\$77,765	Median household income
	\$91,460	Median family income
	9.5%	Below poverty
	3.8%	Without health insurance
	18.6%	Foreign born population
	92.3%	High school graduate or higher

2017 AMERICAN COMMUNITY SURVEY 1-YEAR DATA

Source: U.S. Census Bureau, 2017 American Community Survey (ACS), 1-Year Estimates.

[Read More](#)

Census 2020

[2020 Hawaii Government
Complete Count
Committee](#)

[Latest Population
Estimates](#)



[American Community
Survey](#)



[Decennial Census](#)



[Economic Census](#)

ALOHA FROM THE HAWAII STATE DATA CENTER

Your home work for next meeting

1. Sign up for sub committees
2. Plan of using promotional materials

Future Meeting Dates

- 1) Tue, 5/14, 10-11:30 AM
- 2) Tue, 6/18, 10-11:30 AM
- 3) Tue, 7/16, 10-11:30 AM
- 4) Tue, 8/20, 10-11:30 AM
- 5) Tue, 9/17, 10-11:30 AM
- 6) Tue, 10/15, 10-11:30 AM
- 7) Tue, 11/19, 10-11:30 AM
- 8) Tue, 12/17, 10-11:30 AM