

# Hawaii Government Complete Count Committee meeting minutes

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

Date: Tuesday, June 18, 2019

Time: 10:00 a.m.

## Agenda items

1. Introductions
2. Discussion about Education Subcommittee
3. Presentation by Eugene Tian, chairperson
4. Update from Lisa Watkins-Victorino of the Office of Hawaiian Affairs (Census Information Center Native Hawaiian and Other Pacific Islander representative)
5. Update from Elisapeta Alaimaleata, U.S. Census Bureau Partnership Specialist on Native Hawaiian and Pacific Islanders
6. Update from subcommittees

## Meeting notes

- Discussion on whether there should be a separate Education Subcommittee or combine the education portion with the Media Subcommittee. The OHA representative was the sole member from the last meeting, but the Kapiolani Community College representative was in attendance today and said that the media person from the University of Hawaii would also be a part of the committee. The CCC would try to get a DOE representative to attend so it was decided to keep Education as a separate subcommittee. Bob Franco of Kapiolani Community College will be the Chairperson. Lisa Watkins-Victorino of OHA will be the Co-Chairperson. Everyone is encouraged to join several subcommittees. Julie Ebata from the Department of the Attorney General will chair the Government Subcommittee. The new Media Subcommittee member is Andrew Garrett who is the PIO from the Dept. of Human Resources Development.
- Large 2020 Census banners with no DBEDT logo are available for members for use. One large banner will be sent to each island and will remain there. T-shirts are being produced and will be for volunteers at events and not for just general distribution to the public. The 2020 Census DBEDT brochure is being translated into 12 languages. People who signed up on the sheets will be contacted on how to pick up items, although they may not get the full amount they requested.
- 2020 Census funding of \$550,000 in HB 116 passed the legislature. It seems that \$250,000 is related to matching funds from the Hawaii Community Foundation. This bill is not yet signed by the Governor and there needs to be further instructions on its allocation. Funds spend so far on promotional items are from the READ/DBEDT budget.
- Update regarding the National State Data Center/Census Information Center National Meeting from Lisa Watkins-Victorino of the Office of Hawaiian Affairs. She represented the Native

Hawaiian and Other Pacific Islander Census Information Center. There was a focus on the decennial census. The citizenship question came up. So did the media and public relations for the 2020 Census. Census Bureau has templates and excellent census toolkits on their website. Ms. Victorino discussed the language other than English surveys and assistance which will be available. For the data, SF2 will not be released. SF1 will just have the count for each detailed race group. Demographic profiles will go down to the census places. There will be no census tract profiles which is a big concern for the Native Hawaiian race group. There are new code books for race and ethnicity. Languages were also extended.

- Update from Elisapeta Alaimaleata, the Partnership Specialist on Native Hawaiian and Other Pacific Islanders for the U.S. Census Bureau. There are 5 specialists in Hawaii. Ms. Alaimaleata met with the Hawaii public librarians from 54 libraries and did a webinar which was recorded and may be used as a training tool. Nanakuli Public Library had a whole event on the census. Met with Hawaii public housing managers and Early Learning Centers organizations. Will be at the Pacific Islander Faith Based leaders event on June 25<sup>th</sup>. There is a LGBT event on June 21<sup>st</sup> & 22<sup>nd</sup>. Working with Dept. of Defense and Veterans Affairs people. Mayor's conference is coming up. Also working with mayor's offices to do presentations for them. Randall Tanaka, DBEDT Deputy Director, said a master calendar is needed so different groups do not have overlapping coverage. Dr. Tian will coordinate calendar for all CCCs. Mr. Tanaka asked if the Partnership Specialists had written plans and the response was yes. Ms. Alaimaleata encouraged people to look at the hard-to-count areas and one way was by using the ROAM tool from the U.S. Census Bureau.
- Subcommittee reports followed
  - Media Subcommittee update by Deborah Kwan from the Dept. of Taxation. One of the main items is the coordination of Hawaii centric material. Asking all committee members to provide contents which may be used in their newsletters, twitter and posts. Media committee would like each department to answer the questions of why census data important to department and how census data is used in their department. Would departments do this write-up by the next GCCC meeting and send it to Ms. Kwan? Media committee members did some and she will put in a library. Ms. Kwan would also like a listing containing contact information for all GCCC members. Media committee interested in doing PSA announcements and need funds to procure it. Dr. Tian said media items may be placed on our GCCC website. His office can send emails to media and legislative offices. He also asked if committee can design something related to the 2020 Census in Hawaii which may be put on banners, etc.
  - Business and Outreach Subcommittee update by Katherine Korenaga of the Dept. of Human Services. They are looking for more people to join this committee. Wayne Thom from DBEDT has a list of outreach events. Comment by someone that there is a need for a master calendar listing.
  - Government Subcommittee update by Julie Ebato of the Dept. of Attorney General. She was not at the last meeting. She will talk to people in her committee because she has questions. Will provide a subcommittee update at the next GCCC meeting.
- Other business
  - Sharon Hurd of the Agriculture Department talked about having a census booth at the 57<sup>th</sup> Hawaii State Farm Fair being held on July 13<sup>th</sup> and 14<sup>th</sup>. There are 3 shifts of maybe 2 people so would need a total of 12 volunteers for Saturday (to 7pm) and Sunday (to 5pm). Ms. Hurd will email the committee and collect names of volunteers. Committee may want to make census media purchase, like Agriculture Department did

- for “Buy Aloha” campaign. Agriculture Dept. spend about \$99,000. Randall Tanaka asked if Ms. Hurd would share their RFP and she said yes.
- Ms. Alaimaleata said the Census Bureau is looking for Partnership Specialists who know Ilocano and Chinese. She asked Eugene to send out announcement to everyone.
  - Deborah Kwan said we need your sources. We also want to encourage the public to make their own census messages. Get schools involved so that they take ownership. Wes Machida of the Legislature said each department gets federal funds and may say how we can get bigger amount of money and may serve more.

## Actions before/for the next meeting

Will meet in subcommittees during next meeting.

## Next meeting

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

Date: Tuesday, July 16, 2019

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