

Hawaii Government Complete Count Committee meeting minutes

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.

Agenda items

1. Introductions
2. Presentation by Dr. Yang-Seon Kim, Acting Chair
3. Subcommittee reports
4. Concurrent Subcommittee meetings

Meeting notes

- Presentation by Dr. Yang-Seon Kim. It included a U.S. Census Bureau map of the Complete Count Committees by states. The map is available on the U.S. Census Bureau website as well as our DBEDT website at census.hawaii.gov/census_2020. Our DBEDT website also links to the Census Bureau's 2020 Census page and our 2020 Census Hawaii Government Complete Count Committee page.
- Updates by the subcommittees. The Business and Outreach Subcommittee update was reported by Kathy Korenaga of the Department of Human Services. Sharon Hurd of the Department of Agriculture will be joining their subcommittee. No further updates at this time. Their next meeting will be held next Tuesday, July 23rd at 10:00 a.m.
- The Government Subcommittee update was given by Bruce Oliveira of the Department of Defense. Their group met on July 2, 2019. Since 2010, the method of communicating to government workers has changed due to technology. There will also be less census takers this time. The subcommittee will be getting information to counties and county workers and will be working with them. They are recommending leveraging unions for outreach and education. Will protocol to do this be a formal request or otherwise? They have questions to Eugene and will see about what the Governor's Office says. The committee is recommending standard 2020 Census ads for all state government department websites. Maybe the Governor will let workers complete their census forms at their jobs during worktime. The Employees Retirement System (ERS) and Employee-Union Health Benefits Trust Fund (EUTF) may be able to notify their people. Carlie Liddell of DBEDT talked about information relating to scams which she heard about at the national meeting. She spoke about letting people know how you can tell it is a scam. They would also like more volunteers to work in their subcommittee. The subcommittee's next meeting will be on July 30th at 10:30 a.m.
- The Media Subcommittee update was presented by Deborah Kwan of the Department of Taxation. They have new members and must get their contact information. The subcommittee has two priorities (1) the funding from the legislature to be used for a large media campaign (need to procure a public relations firm and manage the project) and (2)

getting all departments to write up how they use census data. Randall Landry of the Dept. of Transportation talked about using SharePoint, dropbox or some other means to make write-ups available for committee members to use in their future media outreach. It will be a repository. People may include them in departmental newsletters and blurbs. We can look at what other departments have and get ideas. Two categories for the write-ups are (1) that the census impacts funding and representation and (2) what you use the data for and how does it impact your agency. This is so that the public can see why it is important. Can talk about the demographics, geography or funding. Send your write-ups as well as your ideas on how you would like to market it to your agency to Randall Landry or Deborah Kwan.

- The Education Subcommittee update was delivered by Bob Franco of Kapiolani Community College (KCC). Five of them met on July 9, 2019. They would like to use the U.H. email system to communicate with students and staff; Jumbotrons; put inserts in commencement programs; and send brochures to the K-12 students for them to take home. They would also like to use banners at schools that do not have electronic bulletin boards. They will network with charter and private schools as well as Chaminade and Hawaii Pacific University. The Office of Hawaiian Affairs (OHA) will work with the Council of Native Hawaiian Advancement (CNHA). It would be good to also get involved with the Native Hawaiian Council. Maybe put signs on other electronic bulletin boards at the Neil Blaisdell Center (NBC) and the Department of Transportation highway signs. The subcommittee's next meeting will be on August 13th at the OHA office. Maybe KCC will be able to host the October HGCCC meeting.
- Dr. Yang-Seon Kim asked subcommittees if they would write up their status reports.
- Randall Tanaka, DBEDT Deputy Director, and Dr. Eugene Tian may be working on the legislative funding which may include community outreach on the neighbor islands.
- Charlene Chan, Special Advisor to the DBEDT Director, spoke about the Census Bureau already hiring media companies to do promotions relating to Native Hawaiian and Other Pacific Islanders as well as Asians. The Kalaimoku Group (located in Honolulu) was hired to create messaging for Native Hawaiian and Other Pacific Islander-specific audiences. TDW + Co. (located on the mainland) was hired for messaging to Asian-specific audiences.
- Carlie Liddell spoke about the different languages being worked on by the Census Bureau. The Census Bureau is developing and testing 59 Non-English language glossaries, guides, and identification cards to explain the 2020 Census questionnaire and key concepts to non-English speaking audiences. All language glossaries will be released at the same time which will be later this summer. They are mainly working with the survey form and not as much on the informational material portion of the 2020 Census regarding the non-English languages.
- Elisapeta Alaimaleata, U.S. Census Bureau Partnership Specialist, talked about her activities this month. Some of the county level committees are not yet updated on the Census Bureau's Complete Count Committee maps which is on the Bureau's website, such as committees being formed in the County of Hawaii. She talks to these committees about the Hawaii Government Complete Count Committee and uses this committee as a model for them. Elisapeta is also working with faith-based leaders such as those in the community and Pacific-based churches. Complete Count Committees are already formed for the NAACP and LGBT. She will update Dr. Eugene Tian when the other committees are established. She will follow up getting information on the Y & R advertising contracts as well.
- Note: The following subcommittee reports are included at the end of these minutes: Education Subcommittee report for July 9, 2019 and July 16, 2019 and the Government Subcommittee report for July 2, 2019.

Actions before/for the next meeting

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

Next meeting

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

Date: Tuesday, August 20, 2019

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

Census Education Sub Committee Meeting Minutes

7/9/19

Attendees

Bob Franco, Kapiolani Community College
Lisa Watkins-Victorino, OHA
Brent Suyama, UH Public Information Office
Sandy Ma, Common Cause
Jim Patterson, OHA

Brent offered to contact Dr. Lassner to ask about sending an email blast to students, faculty and staff at all ten campuses along with a link to the flyer. The UH email system does not allow for attachments.

UH email list: approximately 40,000

September 17 is Constitution Day on all campuses

Messages on Jumbotrons at all athletic events, inserts in commencement programs, brochures

Brent also has contacts for Chaminade and Hawaii Pacific University

DOE: will reach out to Superintendent's office about possibility of having flyers for students to take home.

DOE email list: 24,000 employees

Public Schools: Some have Electronic Billboards. Brent will check with his contact to see if we can get a list. Schools with no electronic boards will need banners. Other supplies needed: Flyers

Other Possibilities:

DOT

Blaisdell Electronic Board

Next sub-committee meeting is on August 13 at 2:00

Census Education Sub Committee Meeting Minutes

7/16/19

Attendees

Bob Franco

Jim Patterson

Naomi Akamine, DBEDT Economist

Elisapeta Alaimleata, Partnership Specialist, U.S. Census

Elisapeta will provide a list of contacts made in the Education field. Quite a lot of preliminary contacts have been made.

Lani Solomona with DOE was designated by Superintendent Kishimoto to be the DOE representative on the CCC.

Next sub-committee meeting is on August 13 at 2:00 at the OHA Office

Government Subcommittee Meeting Notes for July 2, 2019

Impacting the Government Subcommittee (GS)/Census Count:

- Technology has change substantially since 2010 impacting the means & methods of communicating with government workers.
- In 2020, there will be less census takers to go door-to-door to ensure that the census is completed; therefore, the GS efforts to leverage government worker to complete the census is crucial.
- Information from the County Complete Count Committees, specifically whether those committees are targeting their respective county workers like GS would be helpful.
- GS recommends leveraging the unions to participate in the 2020 Census outreach/education to their respective members (E.g., union newsletters/website). GS question is whether the protocol should be a formal request from the Governor to the union leaders.
- GS recommends a standardize/uniform 2020 Census ads/notices on all the departments' websites. And, GS is looking into how to best coordinate such an effort.

Another GS question is whether the Governor would allow state employees to use their work computers to complete the census during work time.

GS will be looking into partnering with EUTF and ERS to notify government retirees about the 2020 Census. (E.g., newsletters/website).

GS plans to pull in other CCC members as needed.

GS recommended that information is needed on what is a scam; not a scam; who to call.

Next GS meeting date: July 30, 2019 10:30-12:00 p.m.