

# Hawaii Government Complete Count Committee meeting minutes

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.

## Agenda items

1. Introductions
2. Presentation by Carlie Liddell, Hawaii State Data Center
3. Remarks by John Aeto, President of The Kālainmoku Group regarding the 2020 media plan
4. Subcommittee reports
5. Concurrent Subcommittee meetings

## Meeting notes

- Introduction of people who have not attended the HGCCC meeting before - Matt Sutton of the Department of Public Safety and Ashley Fossett of the Hawaii State Data Center.
- Presentation by Carlie Liddell. The draft 2020 Census RFP is going through review. It will be finalized at the end of the month and be out in September. It will not be for the full \$750,000. Ten percent will be held back and an additional amount will be withheld and used for an impact study. There are promotional materials for the committee to use at events such as banners and t-shirts. T-shirts may be requested for volunteers at events, but not for just general distribution. Translation updates from the Census Bureau on tags and new releases are available. On the State level, brochure translations for several languages are being reviewed: Ilocano, Tagalog, Korean, Japanese and Traditional Chinese. People may volunteer to review and we are especially looking for Ilocano reviewers. There is some difficulty in translating the phrase “Your Ohana counts!”. The October HGCCC meeting will be at Kapiolani Community College.
- John Aeto is the President of The Kālainmoku Group, the Native Hawaiian and Pacific Islander (NHPI) contractor for the 2020 Census. The Census Bureau has a split in how they will do promotion, with one portion for the “diverse mass” and the second portion for all others. “Diverse mass” means everyone except Black, Hispanic, Native American, NHPI, and Asian. This Kālainmoku Group is based in Hawaii, with its large Native Hawaiian community. There are 1.3 million in the NHPI community in the U.S., with 45% of this community in Hawaii. They have a 5-year contract with the Bureau. This group will be creating ads. There are 3 media areas that they will be used - T.V., radio and digital. The campaign will start on January 12, 2020. Phase 1 will be the Awareness Phase. Phase 2 will be the Motivation Phase and will run during April and May. Phase 3 is the Reminder Phase. They will also be tracking the data, like the self-response data on the digital platform. They are looking at data by ethnic base or by a census tract one. None of the NHPI languages are being translated by the federal government. There are the Micronesian, Tongan and Samoan dialects in the Pacific and the number of people using these dialects are small, but they are important in Hawaii.

The Kālaïmoku Group will have a trusted voices campaign which will include Nainoa Thompson, Marcus Mariota, and Samoan chiefs. They will do a music video similar to the “We are the World” one. They will be corresponding with the other 55% of the NHPI community that are in the other 49 states through, for example, direct mailing. They want to do push/pull where the community will come to them as well. Hawaiian Airlines will be messaging their employees and customers. The federal government is translating 13 languages. What is translating “promotional” versus “marketing” items? For 13 languages, Census Bureau is translating census forms and only materials (not marketing items). Carlie Liddell added that data dictionaries are also being translated. Mr. Aeto said they would like Ilocano material which is not provided by Census Bureau. Relating to Complete Count Committees, there are 2 NHPI CCC and one CCC for non-profits here. Other states have allocated money, like California which has \$154 million and will follow the federal government’s approach of focusing promotion on large ethnic groups.

- Elisapeta Alaimaleata, U.S. Census Bureau Partnership Specialist, updated our committee on what they are doing. She introduced Sharen Nakanishi, another U.S. Census Bureau Partnership Specialist. Sharen has been working with the National Association of the Advancement of Colored People (NAACP), 2 interfaith groups, the LGBT community, local Japanese community leaders in Hilo, neighbor boards, and has done Rotary presentations. She told the aforementioned groups that they can be an internal working group. They do not have to be a formal Complete Count Committee. She is also working with the C & C Honolulu CCC and the Kauai County CCC. In addition to that, Sharen said that U.H. language faculty may be used to help with translations. Bob Franco of Kapiolani Community College asked if the gender question on the census form will just say “male” and “female”. Sharen said yes, that any changes to the form take many years. For this census, almost all of the 2020 questionnaire are the same as the previous 2010 questionnaire because that is what could be agreed upon.
- Bob Franco notified us that the October HGCCC meeting will be at Kapiolani Community College and he will send us a map and parking info (parking is free in unmarked spaces). It will be held in the Ohelo Building, Tamarind Room. People may want to carpool. Bob will not be able to attend the next HGCCC meeting in September.
- **The Government Subcommittee update was given by Julie Ebato of the Department of the Attorney General.** Their last meeting was on July 30<sup>th</sup> (their 3<sup>rd</sup> meeting). They want to get a handle on what the other CCCs are doing. They wanted to know what the county employees are doing, too. The subcommittee would like to have the government employees and retirees work with the census. The group wants to figure out what their role is and what they want to do. They also will have a joint discussion with the Media Subcommittee. The group wanted to request the Governor to have unions talk to their members, but the unions might be having their own CCCs. The subcommittee wants banners on websites that has a link back to the Census Bureau. The group is wondering whether employees can use state time and computers to take the census survey online at work. Sandra Ma of Common Cause talked about the Government Subcommittee outreaching to other groups like nonprofit organizations.
- **The Business and Outreach Subcommittee update was presented by Katherine Korenaga of the Department of Human Services.** Kathleen went to a “talk story” event on grant funds. There was a panel of 4 speakers. Mark Anderson of B&F and Michelle Kauhane of the Hawaii Community Foundation were there. Michelle did a shout out for the 2020 Census. She talked about the 2017 George Washington study which said we get \$20,000 per person over the next 10 years and also said where the money was going to. Carlie Liddell said the George

Washington study was referenced in the first HGCCC meeting and it can be put on our DBEDT website. Bob Franco said the secondary university websites also have links to this study.

- **The Media Subcommittee update was presented by Deborah Kwan of the Department of Taxation.** She encouraged people to write more about how they use census data or take our write-ups and break them down for their own use. People should also equally space it out when distributing their awareness messages. If they are okay with it, people may want to share their write-ups with other departments and let them use it. Deborah suggested doing drop in articles from November to March. She asked people to let us know of any events so maybe government people can participate in it. John Aeto said the biggest need is a list of activities and a coordinator for that list. We don't want to duplicate efforts. We need to have somewhere for people to input these events. Carlie Liddell said that at the national state data center meeting, they learned that several other states have built websites and calendars to coordinate amongst the CCCs in their state. Deborah Kwan said we should make sure someone is covering events, but we cannot guarantee people will be able to get overtime, etc. If the Media Subcommittee knows of an event, they can channel it to the right HGCCC subcommittee. Bob Franco said they can deploy employees to help at events, maybe even students. Sandy Ma informed us that on Sept. 23<sup>rd</sup>, there will be a U.H. Manoa event with the Dept. of Education. Elisapeta Alaimaleata said Census Bureau Partnership Specialists can also support government events. But if the event is on a Sunday, they must get permission because they will have to be paid overtime. It is good if there is a government event list that is consolidated for them to use. The 5 Partnership Specialists can do split shifts at large events. They also have 1 Partnership Specialist on the Big Island and 1 on Maui Island. Liza Ryan, formerly of the Massachusetts Immigrant & Refugee Advocacy Coalition, talked about working on the Complete Count Committee in Massachusetts. One person kept a calendar for all - the federal government, state government, state CCCs, county CCCs and other CCCs organizations. Deborah said we should make use of state funds for a calendar manager. Charlene Chan of DBEDT said we should use current website technology, logins, events and contacts. As community workers, we touch the whole state. Charlene said the RFP is to do outreach to the community. She can send the committee members the statute for the RFP. Charlene said they have the response rates by island so that can be used to target areas. The neighbor islands especially is a niche area and is also more rural. Debra Kwan queried what the Media Subcommittee should be doing - media for all or media just for state government?
- **The Education Subcommittee update was delivered by Jim Patterson of Office of Hawaiian Affairs (OHA).** They have met two or three times. The committee also includes the DOE, U.H. and KCC. They focused on identifying email applications for students and faculty. They talked about banners and electronic billboards. Bob Franco asked about the DOT road signs. Randall Landry of the Department of Transportation said there are strict rules for using them and we probably cannot. Bob said maybe Eugene Tian (HGCCC Chairperson) can send a formal request. Bob also said that U.H. will have census workshops on Sept. 26<sup>th</sup> in Hamilton Library with Eric Coyle of the Census Bureau. Carlie Liddell added that Eric will train on using census data. Five of the Education Subcommittee members met on July 9, 2019. Jim Patterson said that the Census Information Center (CIC) will also be having census workshops on Sept. 25<sup>th</sup> and 27<sup>th</sup> (data use training on that second day). Elisapeta Alaimaleata said she is putting together items with the Department of Education such as letters to be sent to parents and coloring books in libraries. It was announced that there will be a 2020 Census presentation to child care providers. Naomi Akamine of DBEDT will give the Education

Subcommittee information on that event and maybe their members can take charge of the 2020 Census portion.

## 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, September 17, 2019

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