

Report to the HGCCC members

Eugene Tian, Chair

Department of Business, Economic Development & Tourism

2020 Census Hawaii Government Complete Count Committee

November 19, 2019

New Activities Since Last Monthly Meeting

Aloha Friday Event 11/15



Aloha Friday Event 11/15



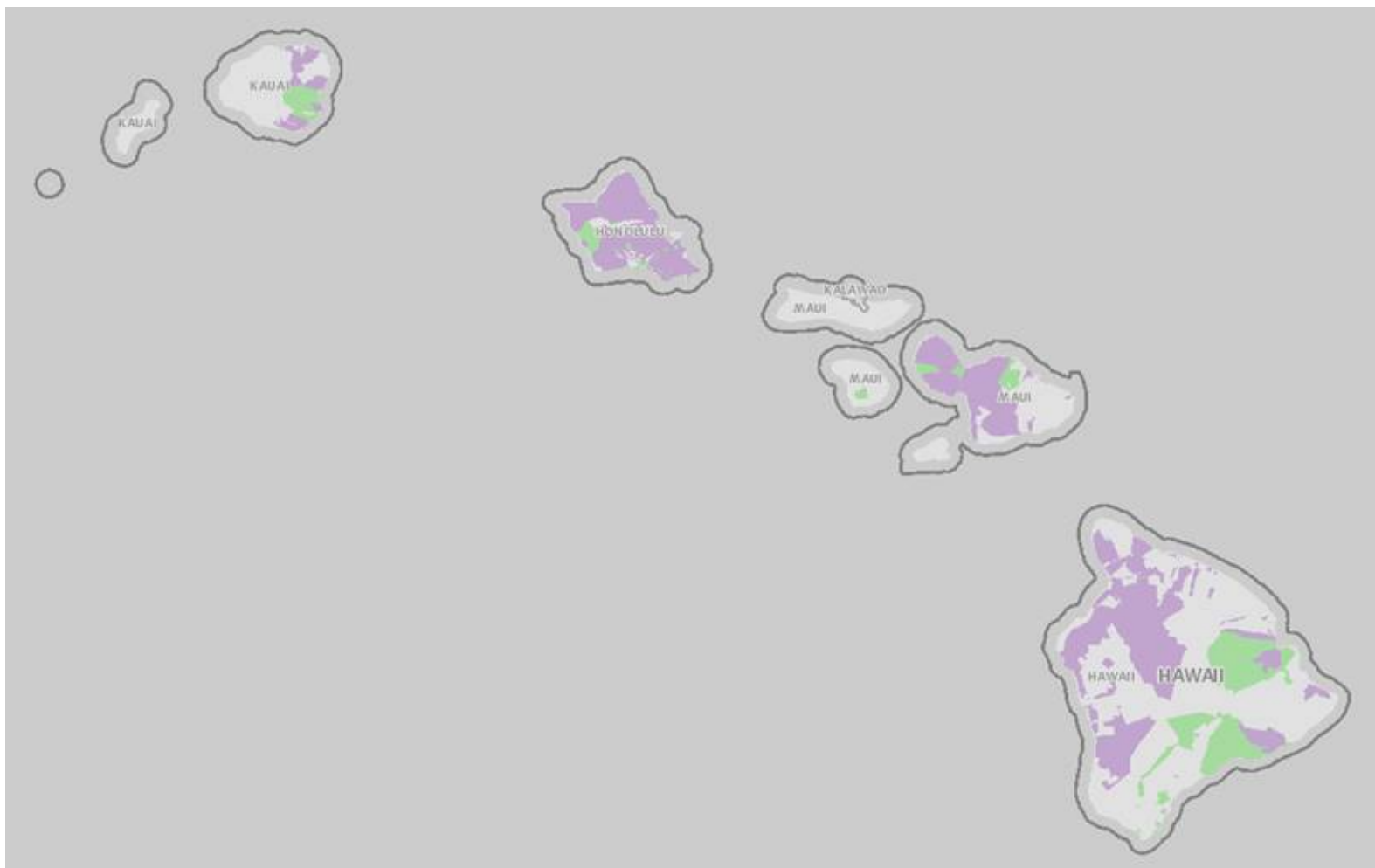
Aloha Friday Event 11/15



Brochures in 5 non-English languages



Paper Questionnaire Tracts



Paper Questionnaire Tracts

Census Tract	Name
Oahu	
	8 Kaimuki: Kapiolani Community College
9.01	Waialae Nui Valley
24.02	Upper McCully
26	Bingham Tract
36.03	Ahana Street
39	Civic Center
52	Chinatown
54	Mayor Wright Housing
58	Waiakamilo Road
59	Mokaeua Street
60	Umi Street
61	Kalihi Waena
62.01	Kam IV Road
62.02	Linapuni Street
64.02	Kamanaiki Street
68.06	Ala Liliko
78.04	Lower Pearl City
80.01	Hale Mohalu Hospital

Paper Questionnaire Tracts

Census Tract	Name
Oahu (Cont.)	
80.02	Lower Waiau
80.03	Manana
80.06	Pearl City
89.12	August Ahrens School
89.13	Robinson Heights
89.14	Honowai School
93	Wahiawa Waena
94	Wahiawa Makai
96.08	Lualualei Transmitter
97.01	Waianae Kai
97.03	Lualualei-Camp Waianae
97.04	Lualualei: Halona Road
99.02	Haleiwa
9400.02	Nanakuli
9800	Hanauma Bay
9802	Honolulu International Airport
9808	Hoomaluhia Botanical Garden
9810	Kawainui Marsh
9813	Mapunapuna Industrial

Paper Questionnaire Tracts

Census Tract	Name
Hawaii	
202.02	Hilo: Upper Waiakea Forest Reserve
212.02	Ka'u
302.01	Huelo
304.03	Makawao
Maui	
308	Waihee-Waikapu
309.01	West Central Wailuku
309.03	North Wailuku
310	South Wailuku
311.01	West Kahului
311.02	Central Kahului
314.02	Kahoma
314.05	Lahainaluna
Lanai	
316.01	Lana'i
Kauai	
404	Puhi-Hanama'ulu

Funding Updates

The Outreach and Promotion for the 2020 Census Project is being offered to:

Hawaii Community Foundation



HCF Plan to Date

- ✓ **Form a Statewide Community Coalition** (Coordinate/collaborate with npo's/other partners)
- ✓ **Augment Statewide Communications Strategy** (Increase awareness/understanding of importance of the Census – social media, events, other promotions)
- ✓ **Target Fieldwork and Engagement** (Provide funding to support npo's and CCCs with direct relationships with/access to HTC communities)
- ✓ **Track Progress, Provide Reminders and Provide Help Desk Support** (Stupksi Foundation and Community ConnectLabs for HelpDesk and Community Motivator)
- ✓ **Partner with Other Community Groups – e.g., HEC, PRP**
- ✓ **Added – Major and Community Events**



What's Been Done

- ❑ **Census Awareness Efforts and Partnerships**
 - ❑ HCF Board of Governors approval
 - ❑ Council for Native Hawaiian Advancement Conference (1000+ attendees)
 - ❑ Hawai'i Executive Conference (100+ key businesses and community leaders – “*Count Me In*” pledge cards)
 - ✓ Providing information to families and customers
 - ✓ Hosting a Census 2020 awareness event
 - ✓ Participating in a planned community event
 - ✓ Utilizing the Census toolkit & Community Connect platform to encourage participation
 - ❑ Schools of the Future Conference (1600+ educators – day 1; Census Booth – day 2; over 2100 attendees over the two days)
 - ❑ HANO Conference – HCF Booth to Census
- ❑ **Formed Community CCC and signed up for Census Partnership**



What's Been Done

- ☐ Issued RFPs to support work for State funding – Community Events & Outreach, Major Events, Marketing, CCC Coordinator
- ☐ Donor support to start efforts – Omidyar, Census Equity Fund, Atherton, AT&T
- ☐ Stupski Foundation grant to support a Help Desk (in 5 languages), and Community Motivator system for mobile messaging, information and reminders
- ☐ Request in with Castle Foundation



Community Motivator

Commit to Count

Text **OHANA** to **808-650-7744** - Get 2020 Census Reminders

- **Drive Census Awareness**
- **Get Others Engaged** with a Customizable Digital Pledge Campaign
 - Personalizable by individuals
 - Shareable on social media
- **Get Automatic Reminders** to complete the Census in 2020
- **Available in multiple languages**
- **Robust Reporting** to inform outreach follow up efforts

TEXT **OHANA** TO **808-650-7744**

In **2020**, I will be counted in the **Census**
because our 'ohana and communities
deserve support



HAWAI'I COMMUNITY
FOUNDATION

Robbie

PERSONALIZABLE
MESSAGE

HGCCC List of Events for Census 2020 Representation

Agency	Name of Event	Date
DBEDT	AG 2019 Hawaii Agriculture Conference	10/15/2019
HDOA	2019 Ag Conference	10/15/2019
DBEDT	Molokai Small Business Fair	10/18/2019
HDOA	8th Annual Hawaii Island Landscape Mgmt Conf	10/25/2019
HDOA	Hawaii Farm Bureau Federation Annual Meeting	10/28/2019
DBEDT	Hawaii Farm Bureau: 72nd Annual Convention	10/29/2019
HDOA	9th Hawaii Farmers Union United Annual Meeting	11/8/2019
DBEDT	Hawaii Cattlemen's Annual Meeting & Convention	11/15/2019
HDOA	Annual Meeting and Paniolo Hall of Fame	11/15/2019
DBEDT	2019 Hawaii Tourism Market Update	11/18/2019
DBEDT	Aloha Friday at HiSAM	11/15/2019
DBEDT	HENA Annual MIDPAC Horticultural Conference & Expo	1/1/2020

Time and Room Allocation

- First session of HGCCC meeting: 30 minutes, Room 436
- Individual subcommittee meetings: 60 minutes

Business and Outreach Subcommittee....BDSD 5th floor

Government Subcommittee.....SOT Room 405

Media Subcommittee.....Room 435A

Education Subcommittee.....Room 410