

# Report to the HGCCC members

Eugene Tian, Chair

Department of Business, Economic Development & Tourism

2020 Census Hawaii Government Complete Count Committee

March 17, 2020

# New Activities Since Last Monthly Meeting

# Activities within State and County Agencies

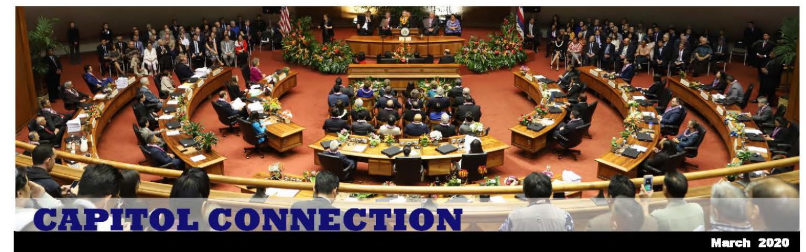
- **Hawaii County Mayor approved similar request as HGCCC**
- **DOH requested 10,000 flyers and other promotional materials**
- **DOT requested 5,000 brochures**
- **DoTax posted posters in their building**

# Census 2020 Article

## ERS Newsletter, Winter 2020 issue



## Capitol Connection, March 2020 issue



### 2020 Census: A complete count matters for Hawai'i



Gov. Ige and legislators gather at the state Capitol for a 2020 census rally.

It takes only a few minutes, but every completed 2020 census form means more federal dollars for Hawai'i to fund schools, roads, Medicare and Medicaid, and a long list of other programs for local communities. That's why it's so important that every Hawai'i resident fills out the 2020 Census questionnaire. **Starting March 12**, look for an invitation in the mail to fill out the census questionnaire online or by phone. The form will be translated into multiple languages, and phone assistance will be available. There is no citizenship question, and answers are kept confidential. If you haven't responded online or by phone within a couple of weeks, you will be mailed a paper questionnaire. If you haven't responded by the end of April, census takers will follow up in person **from May through July 2020** to make sure you're counted.

"It's all of our responsibility to ensure that we reach into every community in Hawai'i," emphasized Governor Ige at a State Capitol rally, joined by a host of state and community partners. "The census numbers drive the resources we receive for the next decade. We have to make sure we receive the resources we deserve." In the past, the state has had lower census participation rates than the rest of the country. In 2010, the national average response rate was 74 percent, but our state's rate was just 68 percent and neighbor island self-response was even lower at 54 percent. **That means almost a third of Hawai'i's households received a knock at their doors from census workers in 2010.**

The census data is also used to forecast population and economic growth, estimate housing needs, and determine where new schools, roads, health care complexes and other facilities will be needed. "We use census data for many of our studies, such as the number of people working at minimum wage and the self-sufficiency income needed for the state's families," said Dr. Eugene Tian, state economist and chair of the Hawai'i Government Complete Count Committee.

**To avoid census scams**, know that the Census Bureau will never ask you for your social security number, donations, anything on behalf of a political party or your banking and credit card information. If you suspect fraud, call the Census Bureau at (808) 650-6611 to speak to a local Census Bureau representative. For details, go to [census.hawaii.gov](https://census.hawaii.gov). If you want to apply to be a census worker, go to <https://2020census.gov/en/lobs.html>.



Big Mahalo for HGCCC member Deborah Kwan and Carlie Liddell for drafting the articles

<https://governor.hawaii.gov/wp-content/uploads/2020/02/2FinalMARCH-2020-Capitol-Connection.pdf>

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# New Flyer



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## YOUR OHANA COUNTS!

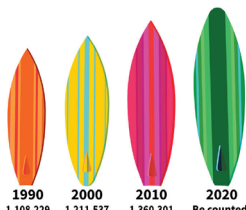


Anyone living in Hawaii on  
April 1st needs to be counted!

Respond at: <https://my2020census.gov/>

### 2020 Census Advice:

1. The census counts who lives in the home; not who owns it.
2. Living arrangements -- including the number of people in the home or the number of units on a property -- are never shared with government agencies, law enforcement, or landlords.
3. If you have questions about who to count on the 2020 Census, call the Census Bureau help line at 844-330-2020.
4. When in doubt, talk to the people you live with and renters or landlords that live on the same property -- Make sure that everyone is counted the right way.



For more information visit:  
[https://census.hawaii.gov/census\\_2020/](https://census.hawaii.gov/census_2020/)



## Where am I counted?

People are counted where they live and sleep most of the time.

### Who is included in your household?

Both relatives and nonrelatives in a household should be counted where they live and sleep most of the time. This includes:

- Babies born on or before April 1, 2020, and all children living in the home
- Spouses, close relatives, and extended relatives
- Unmarried partners, housemates, or roommates
- Roomers or boarders
- Live-in employees, such as caregivers or domestic workers

*Children in shared custody or other arrangements need to be counted where they live and sleep most of the time. If a usual residence cannot be determined, they should be counted where they are staying on Census Day (April 1, 2020).*

**If someone cannot determine where they live and sleep most of the time, they are counted where they are staying on April 1, 2020.**

### How should renters respond to the 2020 Census?

Renters count themselves if they have a private entrance and they do not share common areas like a kitchen, bathroom, or living room. Otherwise, landlords should count renters in their household.

- A duplex is considered two separate households.
- Roommates that share common living areas are counted as one household.
- If you rent out a room in your house and your renter shares your kitchen, living room, or other common areas, they are counted as a part of your household -- even if they are a student who lives somewhere else during breaks.

### Military in Hawaii

Military personnel and their families who live in military housing (on or off base) or in civilian housing in Hawaii should be counted at their Hawaii address only. They can respond online, by phone or by mail. Military personnel living in barracks will be counted by their administration offices.

### People stationed or assigned outside of the U.S. on Census Day

Military and civilian employees of the U.S. government, as well as any dependents living with them outside of the U.S., will be counted as part of the U.S. federally affiliated overseas population, using administrative data provided by federal agencies.

### People living in Group Quarters

People who live in group quarters such as military barracks, dormitories, and correctional facilities will be counted by the administration offices.



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## YOUR OHANA COUNTS!

Census Day: April 1, 2020

For more information visit: [https://census.hawaii.gov/census\\_2020/](https://census.hawaii.gov/census_2020/)

Online self-response starts March 12, 2020

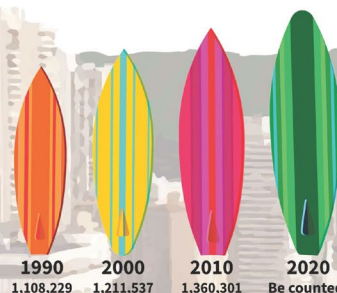
Respond at: <https://my2020census.gov/>

**Residents** use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

**Businesses** use census data to decide where to build factories, offices and stores. These new businesses create jobs.

**Government** officials use the census to ensure public safety and plan new schools and hospitals.

**Real estate developers and city planners** use the census to plan new homes and improve neighborhoods.



Responding  
should take less  
time than it takes  
to finish your  
morning coffee!

Starting in the end of April through the middle of May, census takers will come door-to-door to gather responses from households that have not yet responded. If you have not responded to your census by the week of April 20th, you can expect a census taker at your door in the coming weeks.



# HGCCC Media Toolkit

Toolkit emailed to HGCCC members with:

- Social media examples
- Blog post examples
- FAQs and Fast Facts
- Graphics from the Census Bureau, HGCCC, and Hawaii Counts CCC

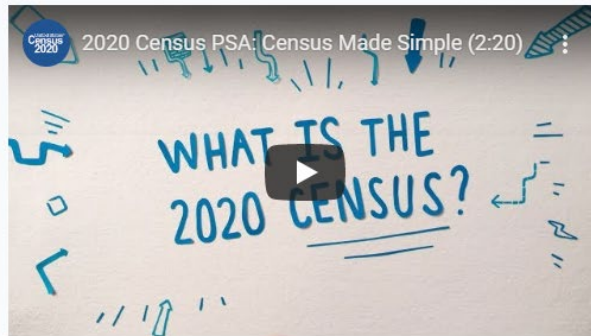
HGCCC members are encouraged to use the material in full or as a starting place for their websites and social media outreach (if allowed)

# 2020 Census Online Guide

## Your guide to the 2020 Census and making Hawaii count

[Click Here to Complete the 2020 Census Questionnaire](#)

- [What is the 2020 Census?](#)
- [How to respond](#)
- [Are my responses safe?](#)
- [Identifying mail](#)
- [Timeline for receiving mail](#)
- [Identifying an official website](#)
- [Identifying a census taker](#)
- [2020 Census advice](#)
- [Language support](#)
- [Contact information](#)



[https://census.hawaii.gov/census\\_2020/guide](https://census.hawaii.gov/census_2020/guide)

### WHAT IS THE 2020 CENSUS?

The Decennial Census is the once-a-decade population and housing count of all 50 states, the District of Columbia, Puerto Rico and the Island Areas, as required by the U.S. Constitution.

The goal of the census is to count every person living in the United States, once, only once and in the right place. Article I, Section 2 of the U.S. Constitution mandates that this population and housing count occur every 10 years. Census data guide how more than \$675 billion of federal funding is distributed to states and communities each year.

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### HOW TO RESPOND:

- **Online:** Most people will be invited to respond online. The secure website for responding is <https://my2020census.gov/>. The questionnaire is available in 13 different languages.
- **Over the phone:** A live customer service representative can answer your questions and assist you with the census questionnaire. Assistance is available in 14 languages and for Telephone Display Devices (TDD). Call 844-330-2020 for English and see a full list of language lines [here](#).

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**DAGS has canceled special permits to state buildings, this affects HGCCC:**

- 1. The posting of the 2020 Census flyers in DAGS-managed buildings**
- 2. Hanging the banners on 1 Capitol District Building Fences**



## Working with DHRD on the following

- 1) The use of state resources and time to fill out the Census – in March
- 2) Employee surveys on responding activities – in May

## State employee surveys

# 2020 Census State Employee Outreach Survey

(to be implemented in July 2020)

**Were you aware of the 2020 Census before you received your invitation to respond?**

- ☐ Yes
- ☐ No

**If yes, where did you learn about the 2020 Census? (Check all that apply)**

- ☐ From a department representative/at work
- ☐ In the newspaper (print or online)
- ☐ On the radio
- ☐ On TV
- ☐ At a community event
- ☐ From flyers, brochures, or newsletters
- ☐ From a website or social media
- ☐ From friends/relatives
- ☐ From a poster, sign, or banner (on the bus, at the library, on the side of the road, etc.)
- ☐ Other:

**Has your household completed the 2020 Census?**

- ☐ Yes
- ☐ No

**If yes, how did you respond?**

- ☐ Online
- ☐ Over the phone
- ☐ Paper form
- ☐ At a community event or mobile response center (library, church, etc.)
- ☐ With a census taker at my home

**If no, what were your reasons for not responding? (Check all that apply)**

- ☐ Didn't know about the census
- ☐ Never received a questionnaire
- ☐ Didn't want to/didn't think it was required
- ☐ Thought it was a scam
- ☐ Concerns about privacy/confidentiality
- ☐ Not accessible (no internet, too complicated, took too much time, etc.)
- ☐ Other:

# Census Bureau Update

Census Bureau Partnership Specialist Team

# Hawaii Community Foundation Update

## Robbie Kane

# Subcommittee Reports