

NOAA Coral Reef Conservation Program
Final Report

I. Project Information

- A. NOAA Grant Number: NA11NOS4820006
- B. Project Title: Implementation of the South Kohala Coastal Partnership Communication Plan
- C. PI: Sierra Tobiason, UH Sea Grant
- D. Award Period: July 1, 2014 – September 30, 2014.
- E. Award Amount: \$25,425

II. Executive Summary

Through a partnership established between the Hawai'i Division of Aquatic Resources (DAR) and the University of Hawai'i Sea Grant College Program (UH Sea Grant), an extension agent position was established to serve as the project coordinator. Ms. Sierra Tobiason was hired on July 1, 2013 and was responsible for coordinating activities associated with the implementation of the South Kohala Conservation Action Plan (SKCAP). To increase stakeholder awareness and participation the agent and partners have identified strategic communication strategies associated with the SKCAP and initiated the implementation of these strategies through the South Kohala Coastal Partnership Communication Plan.

During the project period (July 1, 2014 – September 30, 2014) the agent produced the South Kohala Coastal Partnership Communication Plan and through the implementation of this plan reached over 782 participants. The agent engaged and informed residents and visitors about SKCAP projects as well as coastal and marine management efforts through meetings, education and outreach events. The agent developed a South Kohala Coastal Partnership website (www.southkohalacoastalpartnership.com) that has received over 165 unique views on the web page and has been increased traffic on partners' websites such as the Hawai'i Coral Reef Strategy (HCRS) and Maui ridge to reef initiative. The Facebook page (www.facebook.com/SouthKohalaCoastalPartnership) has received over 140 likes and has been a successful tool that recognized partnerships, events and media, and reach a broader audience. There are currently over 250 participants on the South Kohala Coastal Partnership email list including the South Kohala Coastal Partnership working group, advisory team, planning team, participants, community associations, schools and organizations, and members of the public that have signed up for more information on how to get involved and to be notified of upcoming activities. Stakeholders are beginning to understand the goals of the South Kohala Coastal Partnership and the SKCAP strategies designed to reduce impacts to coastal and marine ecosystems in the region.

The South Kohala Coastal Partnership Communication Plan helped organize information on past, current and future projects in South Kohala into a tool that was made available to the South Kohala Coastal Partnership and other stakeholders. The information and strategies in the plan will be updated and revised internally with the help of the South Kohala Coastal Partnership working group throughout the implementation of SKCAP. Products produced by the project will continued to be shared with the South Kohala Coastal Partnership to more broadly implement communication

strategies; these products will also be made available on the website and shared through meetings, events and outreach efforts with stakeholders including briefings with government officials.

III. Purpose

- A. Management problem addressed: This project addressed the South Kohala Conservation Action Plan Strategy 1: Community partnership. Community partnerships are critical to the implementation of SKCAP because agencies cannot manage resources without community support and vice versa. When resource management is guided by deep connections to the community such as those that exist in South Kohala and is supported by diverse partnerships, these management efforts can be resilient and effective in the long run.
- B. Overarching goal(s) and objective(s) of the project: The goal of this project was to develop and implement a strategic communication plan for the implementation of the SKCAP. This overarching goal stems from the SKCAP objective to have active communities engaged in managing all six target coastal resources throughout the South Kohala region and incorporating kinship into their approach by 2015. This project helped to organize the various work being done in the region and developed strategies on how to effectively collaborate and communicate with various partners/stakeholders.

IV. Approach

This project was developed through a partnership between DAR and UH Sea Grant to establish an extension agent position to serve as the project coordinator. Ms. Sierra Tobiason was hired on July 1, 2013 and was responsible for coordinating activities associated with the implementation of SKCAP. To increase stakeholder awareness and participation the agent and partners have identified strategic communication strategies associated with SKCAP and initiated the implementation of these strategies through the South Kohala Coastal Partnership Communication Plan.

The communication plan includes background information on the South Kohala priority site, partners, stakeholders and communities, existing plans, current projects as well as a variety of communication strategies. The South Kohala Coastal Partnership working group provided input on the communication plan and will review strategies as the plan is updated throughout the implementation of SKCAP.

The agent utilized traditional extension methods to engage stakeholders and partners in activities associated with the SKCAP. The agent participated in several education and outreach events, site visits and partnership meetings on Hawai'i Island and shared updates on SKCAP with participants of the Hawai'i Conservation Conference on O'ahu. The agent also participated in training workshops during the US Coral Reef Task Force meeting on Maui.

The project goal was achieved by conducting the following six activities:

1. Finalize the Communication Plan with the South Kohala Coastal Partnership working group.

The agent began drafting the communication plan and strategies shortly after being hired to implement SKCAP. During the first South Kohala Coastal Partnership working group meeting 12 participants suggested that the agent individually meet with (and gather information from) all of the participants that contributed to the SKCAP as well as other local experts and stakeholders that supported related research and resource management efforts. In order to effectively contact and meet with the larger stakeholder and participant group the agent first identified organizations that were collaborating on projects based on shared goals or geographic location. The agent then organized and facilitated meetings with partners/stakeholders and gathered information on their past, current and future efforts in the South Kohala area.

In order to collect this information the agent developed an informal set of questions to ask the participants and also did extensive online research prior to each meeting to prepare for discussions on partnership opportunities. *Questions included:*

- *What current projects have you worked on?*
- *Are currently working on or plan to work on activities related to the SKCAP?*
- *Which strategies of the SKCAP fit in with your background/projects/interest?*
- *Would you be willing to present at public events, contribute to social media updates, participate in short videos for online education, contribute news updates, etc?*
- *Do you or your organization offer public events or meetings?*
- *What is the primary way you get local information? Websites? Social media?*

Although the agent did not have the opportunity to ask all of these questions formally while meeting with partners/stakeholders, the process guided the agent in collecting the information necessary to identify partners' expertise and interests, partnership opportunities and in some cases document the available and preferred forms of communication.

The agent contacted all 75 SKCAP contacts representing over 65 agencies and organizations. The agent also met with over 140 new potential partners representing over 40 new organizations to gather information about current projects and strategies that apply to SKCAP as well as explored opportunities to facilitate partnership projects.

The South Kohala Coastal Partnership working group provided feedback and suggestions to the agent on what information to incorporate in the communication plan during bi-monthly meetings. The group also discussed methods to communicate and engage with various stakeholder groups in South Kohala based on their experiences and professional preferences. Additionally, the group provided the agent with a suggested timeline to implement various communication strategies such as the launching of the website, newsletter, email updates and social media.

The outputs of these activities include the South Kohala Coastal Partnership Communication Plan that includes suggestions from the working group on effective and appropriate communication strategies.

2. Implement the Communication Plan.

Previous implementation efforts that occurred prior to this project from July 2013 to July 2014 helped to establish the foundation for the development and implementation of the communication

plan.

The working group decided that small group meetings were the most appropriate strategy to initially notify partners that the implementation of SKCAP was moving forward and this allowed the agent appropriate time to conduct background research and get to know participants. The agent attended and participated in as many local meetings, presentations and events as possible as well as organized several site visits to identify potential project sites. After one month the agent was invited to give a presentation at a UH Sea Grant ReefTalk meet and greet. The agent attended a Facilitation training workshop on September 19-20, 2013 and was invited to help facilitate workshops by the Coastal Community Management Network on September 20-21, 2013 and January 21, 2014 with The Nature Conservancy. The agent facilitated bi-monthly meetings with the working group to identify projects to implement as well as shared updates on the progress of associated activities. During the project period the agent participated in over 11 events, meetings, field days and presentations to share information on the South Kohala Coastal Partnership (Table 1).

To share project updates with the larger group of participants and stakeholders of South Kohala the agent developed a website and social media pages. The South Kohala Coastal Partnership website (www.southkhalacoastalpartnership.com) was launched in January 2014 with links to plans, projects and partner's websites, as well as photos and fliers about upcoming events. The Facebook page (www.facebook.com/SouthKohalaCoastalPartnership) was established on August 12, 2013 to serve the same purpose of sharing updates and upcoming events and to help extend the reach of the project through social media. The agent set up an email account through Mail Chimp for marketing future efforts and communication strategies. Communication to date was through the agent's UH Sea Grant email account. The agent also maintained an updated list of South Kohala Coastal Partnership contact information and email addresses in an Excel spreadsheet.

Outreach materials developed by agent included a color brochure, one- and two-page documents, a project summary, "postcards" on upcoming projects, and a newsletter. Additionally, the "Rain to the sea" educational activity that the agent developed for children at outreach events was adopted by two teachers as a classroom activity. The agent contributed information services to the development of Past, Current and Future Events in the Habitat Blueprint Focus Area crosswalk document and also suggested materials to include in the Hawai'i Hotel Reef Stewardship Guide. Both documents will be made available for stakeholders within the next six months. The agent also worked with a graphic designer to design two retractable banners that highlight the identified threats and strategies of SKCAP as well as designed a logo for materials and banners to help increase stakeholder awareness of the partnership.

Table 1. List of communication strategies that were implemented at 11 community engagement events and activities.

Event title/Description	Location	Date	Agenda	Strategy	Number reached	Partners	Outcomes
Community Roi Round up	West Hawai'i	7/19	Collect data on the invasive peacock	Event	20	TNC, UH Jonathan Giddens,	Data collected (length,

			grouper (roi)			NOAA, Top shape spearfishing	weight and maturity) on invasive roi with UH researcher
South Kohala Coastal Partnership core working group meeting	Waimea and conference call	7/19	Discuss and rank projects for SKCAP implementation	Meeting	12	NRCS, MKSWCD, TNC, DAR, DLNR, NOAA, NPS	Project list developed and ranked
South Kohala Coastal Partnership site visits	Multiple sites in the South Kohala Priority area	8/26	Introduce Paulo Maurin of NOAA CRCP to local partners, highlight partnership projects	Field day: site visit	15	UHH, NRCS, MKSWCD, KWP, KCA, CORAL, TNC, PCA, PMW	Partners and project grantees met with Paulo Maurin of NOAA CRCP
West Hawaii Marine Ecosystems Symposium	Kailua – Kona	9/4-9/5	Share updates on projects, research and management of the coastal and marine ecosystems	Event: info booth and Meeting: Partner presentations	200	Kona IEA, UH and South Kohala Reef Alliance	Eva Schemmel, Paul Jokiel, Courtney Couch presented
South Kohala Coastal Partnership site visits	Multiple sites in the South Kohala Priority area	9/6	Meet with UH Mānoa researchers, highlight partnership projects	Field day: site visit	7	UH Mānoa, UH Sea Grant and Kailapa Community Association	Partners visited sites, planted native plants with the Kailapa community
Return to Abundance event	Maui Ocean Center, Maui	9/10	Share updates on projects, research and management of the coastal and marine ecosystems	Event: information booth and education and outreach materials, and video	200	U.S. Coral Reef Task Force	Informed and engaged stakeholders
Waikoloa Seniors	Waikoloa Village Association Office	9/15	Share updates on projects, research and management of the coastal and marine ecosystems	PowerPoint presentation and education and outreach materials	30	Pete Hoffman. Waikoloa Village Association	Informed and engaged stakeholders
Barbless hooks and fisherman communication workshop	Ke Kai Ola Monk Seal Facility	9/18	Provide tools, and training opportunity for volunteers to communicate with fishermen	Meeting: Education and outreach materials	20	Earl Miyamoto, Marine mammal response network	Informed and engaged stakeholders
West Hawaii Fisheries	West Hawai'i Civic Center	9/18	Share updates on projects,	PowerPoint presentation	12	Eva Schemmel	Informed and

Council meeting			research and management of the coastal and marine ecosystems	n and education and outreach materials Hawaiian moon fishing calendar			engaged stakeholders
Coral Reef Working Group	NOAA office Honolulu	9/22	Present five potential projects for group to rank	PowerPoint presentation and information services	16	Various agencies and organizations	Five projects presented and ranked
Wiliwili Festival	Waikoloa stables	9/27	Share updates on projects, research and management of watersheds	Event: information booth and interactive activity	250	NRCS, MKSWCD	Informed and engaged stakeholders

The communication plan contains information organized by work being done in the region and includes practical strategies used to communicate with various stakeholders. The agent implemented the communication plan by conducting activities based on guidance and participation from the South Kohala Coastal Partnership working group and project grantees. These activities have resulted in increased stakeholder engagement and participation. The agent shared information in the communication plan with stakeholders who requested data on activities in the region. For example, the information was referenced by groups such as the NOAA Habitat Blueprint FAST team to help support the designation of West Hawai'i as a Habitat Blueprint Focus Area.

3. Track, manage and summarize monitoring data, and formulate products for public use.

There are currently six projects being funded by the NOAA CRCP – DAR cooperative agreement in the South Kohala priority area (Table 2). Five of those projects were tracked by agent over the course of this project as well as the agent's effort to implement SKCAP.

The agent worked with project grantees to track progress made on their projects and reported this information in updates to the Coral Reef Working Group and South Kohala Working Group. The agent also organized a site visit with four UH Mānoa researchers on September 6, 2014 who met with partners from the Kailapa community. This group also provided assistance with planting native plants in the ungulate fencing area. On September 20, 2014 the agent provided fishers and community members with the log books and sampling kits for the fishing moon calendar project in Kiholo.

The agent has also provided support to project grantees by sharing project information through the website and dissemination of a two-page outreach document. Additionally, the agent reviewed progress reports and worked with project grantees to include photo documentation and monitoring data in their draft final reports. These documents, once submitted, will be made available on the website, and at meetings and events within the next six months.

Outputs: Through tracking the projects and working with the project grantees, the agent helped develop educational materials to share online and at meetings and events.

Table 2. Current projects funded by the NOAA Coral Reef Conservation Program and Hawai'i Division of Aquatic Resources cooperative agreement.

Project title	Contractor	Location	Strategies of SKCAP	Identified outcomes
Stream Corridor Assessment	Sustainable Resource Group Intn'l Inc.	Wai'ula'ula watershed	Sediment Reduction	1. Inventory and Assessment-map 2. Erosion monitoring - plan 3. Riparian zone overlays - GIS maps 4. Report - photo document, erosion plan, prioritize action
Ungulate exclusion and sediment reduction	Kailapa Community Association	Kailapa, Kawaihae	Sediment Reduction	1. Reduce feral goat population 2. Decrease erosion and coastal sedimentation 3. Install and monitor Erosion pins 4. Establish native dry forest seed bank 5. Outreach and publications
Understanding the impacts of land based nutrients on coral reef health	The Nature Conservancy	Puako area	Fisheries Management	1. Water quality sampling 2. Biological surveys of coral health 3. Spatial patterns of coral disease and nutrients
Assessment of coral settlement distributions and environmental conditions	UH, Hawaii Institute of Marine Biology	South Kohala Priority site	Fisheries Management	1. Evaluation of past, present and future condition of the reef in Pelekane Bay 2. Document changes in the watershed using sedimentation data, historical data and water quality data 3. continue monitoring and quantify coral settlement 4. Fish and benthic transects 5. quantify water quality 6. Comprehensive report
Integrating Local Ecological Knowledge with a novel scientific tool to refine traditional community based Moon Calendars	UH Manoa Fisheries Ecology Research Lab	Kiholo Bay	Fisheries Management	1. Identify local pono fishing practices, 2. life history and histological data, 3. Spatial and temporal variation in reproductive characteristics, 4. training and technical support to communities

4. Facilitate South Kohala Coastal Partnership presentations highlighting project updates and

results in South Kohala.

The agent highlighted South Kohala Coastal Partnership projects at 11 meetings and community events. The communication strategies that the agent utilized included participating in and encouraging partners to participate in site visits, providing PowerPoint presentations, staffing information booths at community events, sharing education and outreach materials and announcements online through the website, newsletter and social media. Over 32 of the South Kohala Coastal Partnership participants were involved with these communication strategy efforts that reached over 782 participants in three months.

The agent conducted activities that disseminated South Kohala Coastal Partnership scientific results and project updates with stakeholders in the region through PowerPoint presentations, website, newsletter, social media and educational materials.

5. Attend and participate in the Hawai'i Conservation Conference on O'ahu.

The agent attended the three day Hawai'i Conservation Conference on July 15-17, 2014. This conference was attended by over 1,000 conservation professionals throughout the state of Hawai'i. During the conference the agent discussed current conservation projects and strategies with experts in the conservation field. The agent was also invited to participate in several small working sessions such as the NOAA Coral Reef Conservation Program liaison and site coordinators meeting and marine protected area creation group discussion. Activities associated with these meetings included sharing updates with conservation scientists, resource managers and communities from the state of Hawai'i. The agent also established communication with new contacts to discuss successful conservation strategies that could be applied in South Kohala for reducing threats to coastal and marine ecosystems. Presentations from the conference area are available online <http://www.hawaiiconservation.org/>.

6. Attend US Coral Reef Task Force Meeting on Maui and participate in site visits and presentations.

The agent participated in the US Coral Reef Task Force Meeting in Ka'anaapali, Maui from September 8-13, 2014. Over 200 participants from around the US shared methods and results of conservation strategies to manage watersheds and reduce anthropogenic impacts to coral reef ecosystems.

The agent participated in several site visits during this meeting and met with researchers and project managers who offered to provide technical guidance for similar projects in South Kohala. Information was collected and shared about conservation strategies through meeting with participants such as Curt Storlazzi of USGS, Ekolu Lindsey of Maui Cultural Lands, NOAA coral management liaisons and coordinators from West Maui, Guam, Virgin Islands, and CNMI.

During the U.S. Coral Reef Task Force meeting the agent participated in a Stormwater Impacts: A mini training workshop on September 9, 2014 hosted by Hudson Slay of the US EPA. The agent also participated in a Strategic Communications Learning Exchange workshop on September 9-13, 2014. Both workshops provided the agent with the tools, training and reference materials needed

to develop strategic communications with stakeholders when conducting collaborative conservation projects.

The agent shared information at events and meetings associated with this conference that reached over 200 conservation scientists, resource managers, agency partners and coordinators of national watershed and priority sites. The agent was also able to refine some of the information in the communication plan with assistance from participants and organizers of the Strategic Communication Learning Exchange workshop.

B. Project management: The University of Hawai'i Sea Grant College Program was responsible for managing all aspects of this project and included support from Project management: Darren Lerner, Assistant director; Darren Okimoto, Extension Leader; and Sierra Tobiason, Extension Agent and Coordinator. Project budget/accounting: Bruce Hamakawa, Diane Sakamoto, Joan Yamada. Project Communications: Cindy Knapman and Heather Dudock.

V. Results

The agent produced an updated draft of the South Kohala Coastal Partnership Communication Plan and through the implementation of this plan reached over 782 participants in three months. Both residents and visitors in South Kohala were engaged and informed about SKCAP projects as well as coastal and marine management efforts through the agent's participation in meetings, education and outreach events.

The South Kohala Coastal Partnership website (www.southkhalacoastalpartnership.com) received over 165 unique views on the home page and was used to connect to and increase traffic to partners' web pages such as the Hawai'i Coral Reef Strategy website and Maui ridge to reef initiative. The Facebook page (www.facebook.com/SouthKohalaCoastalPartnership) received over 140 likes and has been a successful tool to recognize partnerships, events and media, and reach a broader audience.

There are over 250 people on the South Kohala Coastal Partnership email list and includes the South Kohala Coastal Partnership working group, advisory team, planning team, participants, community associations, schools and organizations, and members of the public that have signed up for more information on how to get involved and to be notified of upcoming activities.

VI. Applications

Outputs of this project include the South Kohala Coastal Partnership Communication Plan and associated outreach materials produced. These products will be shared with the South Kohala Coastal Partnership to more broadly implement the communication strategies in the plan. These resources will also be made available on the website and shared through meetings, events and outreach efforts with stakeholders including briefings with government officials.

Through efforts associated with implementation the communication plan, stakeholders are beginning to understand goals associated with the South Kohala Coastal Partnership and SKCAP strategies that are designed to reduce impacts to the coastal and marine ecosystems in the region.

VII. Evaluation

The goal and associated objectives of this project were attained. The agent developed a communication plan and implemented activities prescribed by the plan in supporting SKCAP goals and strategies of increasing community partnerships and stakeholder engagement.

The project helped organize information on past, current and future projects in South Kohala into a communication plan that was made available to the South Kohala Coastal Partnership and other stakeholders. The information and strategies in the communication plan will be updated and revised internally with the help of the working group throughout the implementation of SKCAP.

Final Report Prepared by: _____Sierra Tobiason_____ Date submitted: ____10/24/14_____

Signature of Point of Contact: __________

Attachments:

- Photos from implementation of communication plan
- Communication plan



uscrtf14 @aquamarine808 with the South Kohala Coastal Partnership setting up for the Return to Abundance reception hosted by Conservation International at the Maui Ocean Center #uscrtf14



Implementation of the South Kohala Coastal Partnership Communication Plan

Clockwise starting top right: Roi round up event and field day, information booth at the US Coral Reef Task Force event, barbless hook workshop, wiliwili festival interactive activity and information booth, strategic communications learning exchange participants, field day at Maui Cultural Lands.

