I. Project Information
   A. NOAA Grant Number: NA11NOS4820006
   B. Project Title: Three Month Continuation of West Maui Kumuwai Campaign
   C. PI and Staff: John Tomoso, Tri-Isle Resource Conservation & Development, Maui
   D. Award Period: July – Sept.30, 2014
   E. Award Amount: $10,000

II. Executive Summary
   To reduce polluted runoff entering near shore waters in West Maui that may lead to algae blooms and coral decline, the West Maui Kumuwai campaign persuades area residents to play a crucial role in ensuring the health of their watershed. Activation points are focused on lawn care practices, including: fertilizer, pesticide, water use, planting pono, and installing a rain garden, with additional opportunities for those with whom those actions are not applicable, including: disposing of pet waste, car wash practices, and volunteering in the community. A series of programs were developed to remove barriers to taking these actions and inspire action. After the campaign was developed with support from SeaWeb in 2013, the challenge was to keep up the momentum needed to build the campaign and keep it in the public consciousness. Through this additional support, targeted actions were moved forward, such as increasing pledges for personal actions, sustained media and social media presence, and increased enrollment in the Ocean Friendly Landscaper program.

III. Purpose
   A. Management problem addressed
   The management problem being addressed through the West Maui Kumuwai campaign is twofold. Firstly, threats to coral health are numerous in the priority area, and all scales of action from large to small are needed make a cumulative positive impact. Additionally, there is a general lack of awareness in the community about the fact that we all live in a watershed, and that actions on land have an impact on ocean health. This negatively affects behaviors, and limits the support for the larger initiatives that are important for addressing pollutants at a county scale. Greater awareness and engagement increases support for larger pollution reduction projects, especially given this is a very small community.

   B. Overarching goal(s) and objective(s) of the project
   Goals: Through specific social marketing approaches, the campaign strategy is designed to generate not just individual actions in the short term, but a behavior change path that leads to greater, more complex actions and commitments (from individuals and the larger community) to sustainably manage West Maui reefs for the long term.
   Objectives:
   To increase the traction and participation in Kumuwai programs that has been developed, specifically:
   • Increase pledges
   • Hold community events
• Increase participation in ocean friendly landscapers
• Conduct outreach to the Maui Association of Landscape Professionals
• Increase sales in Ocean Preferred Products
• Complete additional community stories
• Increase social media engagement
• Media coverage in local papers

Approach
A. Detailed description of the work that was performed (by objective)

Over the project period, meetings were held with the team to review the overall direction and evaluate the campaign to date. As a result, some slight changes were made in what activities we will invest the most in in the future. In addition, the following work was performed towards achieving the stated objectives of the project.

Pledges: pledges serve as a means for the community to make a public statement about a behavior they will adopt to reduce their personal polluted runoff. Pledges were collected at public events, following presentations, after beach clean ups, at watershed workshops and as the opportunity arose. Pledges are posted on the website, and on the Facebook page.

Community events: three events were held during the project period. The Annual KHFMA/R2R Birthday Bash Celebration is a large event where the Kumuwai message is a key component linking together community partners around ocean health. In partnership with Surfrider Foundation Maui, Kumuwai co-hosted a volunteer work day to build two rain gardens at Pohaku Beach Park. Rain Gardens are one of the behavioral focuses of the campaign. A reef clean up with Blue Aina was also held as an awareness builder and fund raiser for the Kumuwai campaign. The boat took ~45 people to Olowalu Reef.

Ocean friendly landscapers: through this program, properties or landscapers agree to follow at least 10 of the 16 vetted ocean friendly practices. Through outreach to Kaanapali landscapers, an additional three properties signed up for the program.

Outlet MALP: the Maui Association of Landscape Professionals was contacted and invited to participate in a report out presentation from the Reef Friendly Landscape Management Plan project.

Ocean Preferred Products: we worked with Ace Lahaina to reinvigorate their product display. More stickers were brought, and staff was engaged in check-ins. Training about the program was given to new staff.

Community stories: based on recent examples of community volunteerism and contributions to Kumuwai goals, stories were captured and shared about local people. This required contacting, interviewing, photography, writing and editing stories that were then shared through various media.

Social media engagement: an effort was made to increase the number of posts to Facebook, increased likes and tagging which effectively increased traffic and reach.

Media coverage: Stories covering West Maui Kumuwai ran in the local paper. Maui News ran a front page article covering the R2R event in July, and several stories ran in local papers around the time of the USCRTF meeting in September. A short Kumuwai promo video featuring ocean goers from West Maui was completed and submitted for periodic play on Akaku (local television station).
B. Project management: List of individuals and/or organizations performing the work.
Sarah McClane: Pono Project
Liz Foote: Project SEA Link
Sheila Sarhangi: SeaWeb Asia Pacific
Ananda Stone: Splash Productions
Tova Callender: West Maui Ridge to Reef Initiative

IV. Results
Accomplishments and findings
Goals were set for the amount of additional engagement we hoped to have during the project period. These goals were largely met. In summary, we accomplished the following:
- 40 new pledges for ocean friendly actions were made
- Three community events were held engaging ~200 volunteers around actions for ocean health; the KHFMA/R2R Celebration with ~100 participants, the Pohaku Beach Park rain garden installation in partnership with Surfrider with ~45 volunteers and the Blue Aina West Maui Kumuwai reef clean up with ~45 participants (see appendix 2 for photos).
- The ocean friendly landscapers program grew with the addition of three properties in Kaanapali totaling ~108 acres that will be managed in a less polluting manner.
- Maui Association of Landscape Professionals members were invited to a report out presentation about the finding of the Reef Friendly Landscape Management Project completed in Kaanapali, but only a few members attended.
- The Ocean Preferred Products program was re-invigorated through engagement with staff and management. Additional stickers were delivered to allow the identified projects to be labeled, the Kumuwai poster was re-hung and training about the reason for the program was given to new staff. A Kumuwai promotional looping video was created to be played at the TV in the endcap display at Ace Hardware in Lahaina.
- Three additional community stories were developed for use on the website and other media. Stories featured a very dedicated volunteer couple who is active in R2R projects, Makai Watch, hosts a monitoring camera, participates in sea turtle counts and more. The second feature was of a Surfrider volunteer and west side teacher who is active in the new rain garden project. The third feature is a local farmer and community organizer around low impact methods of growing food and ensuring there is no run off from his activities. Each of these stories serves to highlight good behaviors underway as a means to spur social diffusion and self-perception theory, where others associate with these individuals and therefore adopt more of the desirable behaviors.
- Increased social media engagement was achieved by increasing the number of posts to the Facebook page and more consistently tagging of volunteers. More than 1300 likes were received to the page as well as 23 new people. As per the Facebook metrics, there was also an increase in engagement of 49%.
- Media coverage was achieved in this period in relation to the July R2R Celebration event (front page photo coverage in the Maui News- see Appendix 1) and the USCRTF meeting in early September (Maui News and Lahaina News).

V. Applications
Outputs and management outcomes achieved. Outputs are defined as products/deliverables (e.g. reports, publications, databases, models, workshops). Outcomes are defined as changes in user knowledge or action. How did your project benefit resource managers? How has your project led
to societal improvements, if any? What partnerships were established with other federal, state, or local agencies, or other research institutions (other than those already described in the original proposal)?

This project allowed the West Maui Kumuwai Campaign to continue to build and be a presence in the community, keeping the momentum gained during the building of the campaign. During this time period, additional opportunities to leverage this platform were identified and will go forward in the areas of ocean friendly landscaping and polluted run-off prevention, promoted through a social marketing platform.

In addition, two additional organizations were cultivated as partners; Surfrider Foundation Maui and Malama Maui Nui. These partnerships have and will continue to lead to leveraging of resources and expertise going forward.

Lastly, an updated strategy direction was drafted which will inform the path forward, and the generation of additional community stories has produced narratives and photos that can be used strategically in collateral and media going forward. For example, the best time to release the story about Makai Watch volunteers is before a Makai Watch training, for which more volunteers are needed.

VI. Evaluation

Describe the extent to which the project goals and objectives were attained. Provide explanation for modification of goals and objectives or problems that developed which resulted in less than satisfactory or negative results. Describe need, if any, for additional work.

The goals and objectives of this project have been met.

Final Report Prepared by: ___ Tova Callender________________ Date submitted:________________

Signature of Point of Contact: ________________________________
Appendix 1: Example Media Coverage of Seaweed Eating Contest at July event
Appendix 2: Community Events
Pohaku Beach Park Rain Garden Installation

Figure 1: Volunteers add compost to rain garden

Figure 2: Adding mulch helps to suppress weeds

Figure 3: Native plants being installed in rain garden

Figure 1: Volunteers rest at lunch and listen to Ocean Friendly Garden presentation by Surfrider
Blue Aina West Maui Kumuwai Reef Clean Up

Figure 5: Trilogy donated a reef trip as a fundraiser under their Blue Aina program

Figure 6: West Maui Kumuwai receives support from local pumping company

Figure 7: Liz Foote explains how to take a pledge for ocean health

KHFMA Birthday Bash/R2R Celebration

Figure 8: Contestants in the seaweed eating contest bring awareness to the importance of herbivores on the reef

Figure 9: The culinary contest inspires watershed themed delights
Other Recent Kumuwai Volunteer Events

Figure 10: International Coastal Clean-up Day volunteers from the local middle school taking action for ocean health

Figure 11: Participants from the Ipu Kukui program weed the Kumuwai native planting

Figure 12: Malama Maui Nui has become a reliable partner in community planting and weeding events