

NOAA Coral Reef Conservation Program
Final Report

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.

Outreach 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

Winner of 38 SPI Hawaii 2013 Excellence in Journalism Awards

The Maui News

SUNDAY, July 27, 2014 \$2.00

Schools will see decline in kindergartners

Law that postpones enrollment is slated to go into effect Friday

By MELISSA TRAMP, Staff Writer

Public elementary schools across the state will see around 5,500 fewer kindergartners this upcoming school year, beginning Friday when a new law goes into effect.

Anticipating that students starting school are mature enough to thrive academically and socially, the law postpones kindergarten for late-born 4-year-olds. Previously, students could be enrolled if they were 5 years old by Dec. 31 in the year they enter school. Now, they must be 5 years old by July 31. Students who are 4 years old from Aug. 1 to Dec. 31 need to wait until next school year.

The state is expected to see around 10,500 kindergartners this school year. That forecast is down from last year's enrollment of 16,000. (Fewer births and not the new law led to a decline of 500 students from last year's total, DOE officials said.)

Maui County numbers were not immediately available, but one Maui elementary school principal said her kindergarten enrollment would likely be just half of what it was last year.

See **SCHOOL** on Page A5



The Maui News / MATTHEW TRAVEN photo

Why 30? 'Nice round number,' says Fillazar of break in career

By MELISSA TRAMP, Staff Writer

The first time in 30 years, Lahaina High School will open without a familiar face.

Longtime award-winning student activities coordinator Joe Fillazar retired June 30, ending his three-decade run at the west-side school he grew to love.

Fillazar, affectionately known by students as "Mr. Fill," said he finally had enough years to retire and packed 30 years in a "nice round number."

"Thirty years, that was a goal for a long time," he later added.

See **FILLAZAR** on Page A6

NOW YOU SEAWEED, NOW YOU DON'T



The Maui News / MATTHEW TRAVEN photo

Chaos in 2014 air tragedies troubling

Sense of unease as life goes on despite missing, downed jets

By JILL LAWLESS, The Associated Press

LONDON — When air travel goes wrong, the modern world has given us a script to follow.

Forensic workers in coveralls descend on the crash scene. Police tape seals off the site and keeps the full horror of a disaster. There is an orderly numbering of the dead and

gathering of the evidence. Bodies are repatriated, funerals are held. Eventually, there is an explanation.

The bereaved, and the rest of us, take solace in science, logic, investigation, the gradual restoration of order. It's a process that organizes tragedy into a shape the mind can process and the heart can grieve. Whether it is mechanical failure, human error or terrorism, we are reassured by the notion that knowledge brings the power to stop it from happening again.

But 2014 has been different.

Twice this year, when disaster struck two Malaysia Airlines planes, fate has torn up the script. One plane disappeared, leaving investigators combing a vast ocean, a disaster with no wreckage and no bodies.

Another scattered its remains across a vast field, where political unrest made an orderly process impossible. We have been cast adrift, unmoored from the familiar rituals that say, "Despite the tragedy, we are still in control."

Gary Cooper, professor of psychology at Lancaster University in northern England, says we are forced to face the thing we hate the most: chaos. "It's very unsettling for people to feel there's a tax system, a process."

Usually, to keep horror at bay, we watch the news and sit it into boxes: a war here, a disaster there (and the farther away the better).

But two worlds collided when Malaysia Airlines Flight 17, filled with holidaymakers and AIDS researchers, was taken down by a missile fired from a war in eastern Ukraine. None of the 298 people aboard was a citizen of Ukraine or Russia.

See **AIR TRAGEDIES** on the next page

Execution in Ariz. renews debate on humane methods

By PAUL ELIAS, The Associated Press

SAN FRANCISCO — A third execution by lethal injection has gone awry in six months, renewing debate over whether there is a foolproof way for the government to humanely kill condemned criminals, and whether it's even worth looking for one.

Death penalty opponents say any killing is an atrociously cruel punishment. Proponents may favor the most humane execution method possible, but many reject the idea that a few minutes or hours of suffering by a criminal who caused great suffering to others should send government back to the drawing board.

Thirty years ago, states and the federal government gave little thought to the condemned inmates' comfort. Most executions used electric chairs, but death row inmates were also hanged, put to death in the gas chamber or faced a firing squad.

See **EXECUTIONS** on Page A6



Lahaina's Brian Whitworth (from left) can only look on and marvel as men's winner Jon Burden of Waialuku shovels in his final bite of seaweed in Saturday's competition. Burden downed 1.25 pounds of seaweed in 3 minutes, 40 seconds to take first place. "You just swallow. You don't chew," Burden said. "That's the secret." Also participating are Josh Bajada, Charlie Dola and P.J. Galapon.

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The Maui News can be found online at maui.news

See **AIR TRAGEDIES** on the next page

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