

## Hawaii Invasive Species Council Public Outreach Working Group Strategic Planning

June 10, 2014, 1:00 p.m. – 4:00 p.m.

DLNR/Kalanimoku - DOFAW Conference Room 325, 1151 Punchbowl Street

**Facilitator:** Emily Montgomery (HISC)

**Working Group Chair:** Michelle Jones (DLNR)

**Participants:** Amanda Skelton (Plant Pono), Josh Atwood (HISC), Lissa Strohecker (MISC), Erin Bishop (OISC), Chris Frohlich (OISC), Shawn Carrier (SWCA), Peter Oshiro (DOH), Caroline Oshida (DOH), Keren Gundersen (KISC), Julia Parish (OISC)

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### General Priorities Discussion & Ranking:

#### Top Ranking Priorities from January Strategic Planning Workshop

**Priority 1:** Coordinated Messaging (but with flexibility and getting the right messenger) and unified professional strategic marketing

#### Related High Ranking priorities:

- Statewide coordination of outreach
- Benefit of more joint messaging by groups in the room (HISC, federal and state agencies, UH, Private Orgs. Etc.)
- *Divide between agricultural and conservation communities (strategy?)*
- *Lack of really targeted strategy for stakeholders specifically to get funding (Strategy?)*
- *Engaging the Kapuna (Strategy?)*

#### Additional Priorities:

- Island Invasive Species Committees Outreach Capacity
- Need to coordinate with HTA, DOT, FAA, DLNR, to require a video and announcement on all flights into Hawaii about the impacts of invasive species and why they have to fill out customs declarations
- UH Extension, CTAHR-Cooperative Extension Service

#### Group discussion of these priorities led to 3 main overarching priorities:

1. Coordinated Outreach
  2. Stakeholder Engagement
  3. Cultural Sensitivity
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#### Priority 1: Coordinated Outreach

- a. What is the Ideal Result?
  - Informed public, stakeholders, staff
  - Unified/consistent messaging (subject specific, identify mission/benchmarks)
  - Centralized information resources/coordinator
- b. Identify HISC Strategies (Implementation steps for HISC: i.e. policy, funding, and/or management/action)
  - Statewide communications/outreach coordinator
  - Develop and disseminate outreach materials
  - Develop an outreach plan
  - Act as a centralized information hub (HISC website, improve hawaiiinvasivespecies.org landing page etc.)
- c. Identify Evaluation Measures

- Omnibus surveys at increased frequency
- Web hits tracking page views, visitors, average times spent on page etc.
- Time spent getting access permissions
- Count of stakeholders engaged (by stakeholder group)
- Number of invasive species inquiries and pest reports (pest hotline, reportapest.org)
- Based on material, collect an appropriate metric
- Number of media stories, pieces produced

**Priority 2: Stakeholder Engagement**

- a. What is the Ideal Result?
  - Stakeholders informed and move forward collaboratively
  - Increased funding
  - Aha Moku engaged in HISC
- b. Identify HISC Strategies (Implementation steps for HISC: i.e. policy, funding, and/or management/action)
  - Contact and engage Aha Moku
  - Develop and work on collaborative projects including partner work days, exchanges
  - Identify stakeholder groups (roles, kuleana, contacts etc.)
  - Collaborative engagement of funders (leverage partner successes, identifying funders for HISC or partners, sharing information)
  - Communicate needs
  - Stakeholder specific messaging
- c. Identify Evaluation Measures
  - Time spent with stakeholders

**Priority 3: Cultural Sensitivity**

- a. What is the Ideal Result?
  - Broad support and recognition of missions/strategies across cultures
  - Greater understanding of communities cultural makeup
  - Cultural inclusiveness, sites and practices are respected
- b. Identify HISC Strategies (Implementation steps for HISC: i.e. policy, funding, and/or management/action)
  - Translate materials into several languages
  - Engage Aha Moku and other leaders
  - Learn more about communities cultural makeup – In-reach: cultural tutorials, identify and participate in courses or activities that already exist
  - Use of diacritics
  - Incorporate traditional knowledge and western science
- c. Identify Evaluation Measures
  - Annual review of attendance, increased knowledge internally
  - Survey results
  - Tracking engagement of cultural practitioners
  - Number of materials available in other languages

**Capacity for POWG:**

- Agencies, Public Information Officers, CTAHR staff, Tourism Authority, Airlines
- For Profit (Big Ag, Ad Agencies, etc.)
- Universities/Community Colleges – tap into them for a source of interns
- Funding for training (internal and external professional development and capacity building)
- Funding for Aha Moku (& cultural practitioners) is essential for them to have involvement
- Funding for website transition and fixing the landing page

## **POWG Island Updates:**

DOH: Working on reducing rodents in Chinatown and the Ala Wai

HISC: Will put together a standardized species profile

### OISC:

- Articles in the Sierra Club Newsletter
- Outreach events: OceanFest, Neighborhood board meetings in Manoa
- Julia was on Bytemarks Café on HPR 2
- Conducted "SNIP" training for DOT workers with Alex Lau and Danielle Frohlich
- Working with North Shore motocross groups to educate about *Chromolaena odorata*
- Tailoring the Hoike materials for Oahu
- Went to the Waimanalo Community Board meeting
- Coordinating materials for LFA
- Hawaii Environmental Education Symposium

### MISC:

- Outreach events: Taro Fest, Ag Fest, Makawao paniolo parade,
- Updating LFA Documentary to include statewide issues /info (Oahu)
- Maui news articles: Climate Change and LFA, Northwest Hawaiian Islands, Classroom visits,
- Maui Humane Society outreach about ocular lesions, etc.

### SWCA:

- SNIPP – State Noxious Invasive Pest Program
- Coordinating a number of workshops that target highway contractors and maintenance personnel. Will include:
  - Top priority pests
  - BMP's for highway maintenance & construction
  - Establishing an adopt-a-highway program (with Hui Ku)
  - Looking at establishing "weed cooperatives" working with multiple stakeholders to manage invasives in a defined geographic area. (Kunia and Ewa plane)
  - Establishing sentinel plant sites to assess introductions

# Priorities

- 1 0 Coordinated outreach
- 2 0 Stakeholder engagement
  - ag/conservation
  - kupuna funders
- 3 0 Cultural Sensitivity

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* <u>fast</u>	- in advance draft priorities / agenda
* layout - method through priorities	- know what getting into
* educational	- more background on bigger (pic how we interact)
* open & friendly environment	- telecoms issues
* form	- making the connections
* snacks	- ensuring not caught up in jargon "Keep it simple"

# # | Strategies Results

- 1) Informed public, stakeholders, staff
- 2) Unified / consistent messaging
  - Subject specific mission/benchmarks
- 3) Centralized info resource/coordinator

## Strategies

- 1) Statewide comm. coordinator / outreach
- 2) Developing outreach materials
- 3) Disseminating materials
- 4) Develop an outreach plan
- 5) Centralized info hub
  - HISC website
  - improve hawaiiinvasivespecies.org landing page

# Evaluation Methods # |

- 1) Omnibus survey (ask Christy)
  - increased frequency
- 2) Web hits: Page views, visitors, -  
- at time spent on site
- 3) Time spent getting access permission
- 4) Count of stakeholders engaged (by stakeholder group)
- 5) # inquiries (pest hotline reports)  
Phone #s
- 6) pest reports (pest hotline, reportpest.org)
- 7) Based on material, collect appropriate metric.
- 8) # media pieces produced

## #2 Stakeholder Engagement

### Outcomes

- Stakeholders informed + moving fwd Collaboratively
- Get money
- Aha MOKU is engaged in HISC / added as a HISC participant

4th  
classroom

### Strategies

- Contact Aha MOKU  
Amount HRS 194 to add Aha Moku
- Collaborative projects
- Work days / exchanges
- ID Stakeholder groups (roles, Kuleana, contact)
- Collaborative engagement of funders  
(leveraging partner successes, identifying funders for HISC or partners, shared info,
- Communicating need
- Stakeholder-specific messaging

### Evaluation Methods

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- Time spent with stakeholders
- # collaborative projects developed
- Surveying (eg. <sup>post event</sup> is time spent valuable to partners?)
- Funding generated (data from RWS) (in context of funding availability)

### Strategies

1. Materials translated into several languages
2. Aha moku + other leaders - engage
3. Learn more about communities culture make up
4. Diaconical's
5. Inreach - Cultural tutorials - identify & participate in courses or activities ~~exist~~ that exist
6. Incorporate TEK & Western Science

#3

### #3 Outcome

1. Broad support + recognition of missions/strategies across cultures
2. Greater understanding of communities cultural make up
3. Cultural inclusiveness + sites + practices are respected

### EVALUATION MEASURES

1. Annual review of attendance, increased knowledge -> Internal
2. Survey
3. Tracking engagement of cultural practitioners
4. # of materials available in other languages