



Hawaiian Islands Humpback Whale National Marine Sanctuary

Change Solutions Working Group

Report to the Hawaiian Islands Humpback Whale National Marine Sanctuary Advisory Council

May 25, 2010

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The Change Solutions Working Group (CSWG) was formed by the Sanctuary Advisory Council (SAC) to assist the SAC and sanctuary management with the following:

- Explore ways in which the SAC could be more engaged and effective in addressing sanctuary issues given the existing budget constraints.
- Assist sanctuary management with emerging issues and recommendations on how best to engage the public during the Management Plan Review (MPR) process.

The CSWG met several times and was a co-hosted (with the Sanctuary) of a two day workshop on Maui that included participants from around the state. This report outlines recommendations addressing the charge stated above and also provides additional recommendations for SAC consideration and action.

The CSWG considers its task completed and this its final report.

SAC EFFECTIVENESS

1. In light of infrequent face-to-face SAC meetings, due to budget restrictions, the CSWG recommended remote SAC meetings using WebEx technology.
 - a. The use of WebEx for SAC and committee/working group meetings was approved and the Sanctuary has purchased the necessary licenses to utilize the internet based technology.
 - b. Regular face-to-face meetings are the preferred and best way to conduct SAC meetings with remote WebEx meetings used only to augment regular meetings.
2. Request additional funds from sanctuary headquarters to conduct at least 4 face-to-face SAC meetings in the next year.
 - a. This recommendation supports the Executive Committee's recommendation and letter sent to Dan Basta from Chair Bill Friedl requesting funds for more frequent SAC meetings.
 - b. At the recent SAC Summit meeting, Dan Basta agreed to provide the additional funding needed recognizing the critically important role of the SAC especially during the MPR process.

PUBLIC ENGAGEMENT DURING THE MPR PROCESS

The CSWG assisted in hosting a two-day workshop on Maui comprised of cultural practitioners, fishers, surfers, commercial operators, businessmen, conservationists, policy makers and others. The workshop was a first step in the sanctuary's efforts to reach out to a diverse group of constituents at the beginning of the management plan review process to help determine its direction going forward.

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During the two-day workshop, participants were asked to articulate their future vision for Hawaii's ocean and the changes that would have to occur within the next 10 years to achieve that vision. A set of raw notes was compiled by sanctuary staff and now serves as the collective group memory of the participants in the workshop.

Recommendations from the CSWG are provided in two sections. Recommendations as a direct result of public input at the workshop and recommendations based on working group member experience and knowledge. The primary objective is to provide the sanctuary with recommendations on engaging communities in the MPR process.

Recommendations related to the workshop

1. There is confusion among the public about the sanctuary and its mission and programs. Sanctuary management needs to clearly articulate and inform the public of its history, programs, partnerships, and what it can and cannot do.
 - a. Include addressing public misperceptions about sanctuary.
2. Communicate the value of the sanctuary and its services better to the public. The sanctuary has a proven track record and ability to provide services that can enhance marine protection in Hawaii.
 - a. Address issues that are important to communities.
 - b. Utilize multiple communication channels such as facebook, Olelo, op eds, etc.
3. The sanctuary needs to be more proactive and creative in reaching out to communities and constituents.
 - a. Target and engage key stakeholder groups separate from public meetings to better inform and gather input.
 - i. Include groups that may have negative perceptions and/or concerns regarding regulation.
 - b. Key stakeholder groups should include, but not limited to the following:
 - i. Native Hawaiian groups
 - ii. Fishing community, both commercial and recreational
 - iii. Commercial ocean tourism
 - iv. Recreational boating
 - v. Youth
 - vi. National defense – DOD
 - vii. NGOs
 - c. Identify key community leaders and decision makers, beyond political leaders, and conduct individual meetings.
 - i. Keep key leaders informed and engaged throughout the MPR process.
 - d. Create leadership opportunities for MPR support within communities e.g., youth, college students, kupuna, etc.
 - i. Design activities, beyond public meetings, that encourage participation and discussion of sanctuary future possibilities.

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4. Ensure that the MPR process is clearly communicated and transparent.
 - a. Provide the public with a road map describing the MPR process, milestones, and timeline.
 - b. Communicate the intent of the sanctuary to explore expanding its authority, e.g., additional species and other possible changes.
 - c. Provide periodic updates regarding public opportunities for input.
 - d. Provide status reports through communication channels so the public knows the current MPR process status.
 - e. Communicate who has decision making authority.
 - i. This should include both federal and state authority.
5. A detailed list of strategies for engaging communities was developed during the workshop. The sanctuary should evaluate and incorporate as many of these strategies as possible during the MPR process.
 - a. The list of strategies is found in the workshop group memory document.
6. Incorporate Hawaiian values in public engagement.
 - a. Seek traditional knowledge and management practices.
 - b. If possible, find Hawaiian leaders to endorse sanctuary vision
7. Interact with communities through their established organizations and channels.
 - a. Participate with civic and community organizations at their meetings and through their separate communication channels.

Additional recommendations regarding public engagement

8. Sanctuary staff should provide a detailed synthesis of the Maui workshop with its recommended action plan to the SAC and workshop participants.
9. In all communications and interactions with the public sanctuary leadership should provide straightforward and clear responses to community questions and concerns, e.g. existing sanctuary budget, sanctuary role, federal/state authority, etc.
 - a. Open and clear communication with transparency of MPR process and sanctuary vision of the future should be the goal to all responses.
 - b. Once a specific vision is determined for the future, an estimated budget to implement vision should be developed and communicated to public.
10. Education at all levels is a key element of sanctuary operations and the MPR process.

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11. Create a more business like approach to the MPR process and community engagement by creating a business and strategic plan.
 - c. Develop a 'value proposition' that connects communities to the sanctuary and its services.
 - d. Find ways, within the Paperwork Reduction Act guidelines, to gather data about community awareness of sanctuary and what communities feel are important.
 - i. Identify sanctuary benefits that address issues of importance to communities and develop communication plan.
 - ii. This effort is beyond public meetings and targeted to learn more about constituents that do not typically attend public meetings.
 - iii. Utilize existing community groups to help gather information, such as scouts at community gathering places to gather information using pre-determined questions.
 - e. Utilize the broad knowledge base of SAC members to inform the business and strategic plans.
12. Sanctuary should improve communication with SAC members to better inform them of sanctuary future vision and keep them updated about the MPR process.
 - a. Possibly create an intranet site for SAC communication.
13. SAC members should be more proactive with communicating and informing their constituency base and further use their networks to help create awareness and updates regarding the MPR process.
 - a. As an example, SAC members with access to third party communication channels, such as UH Ohana List, should provide information to these sources for dissemination.

ADDITIONAL RECOMMENDATIONS

14. Amend the SAC charter to add two new seats to provide representation for the islands of Molokai and Lanai.
 - a. Currently the Maui County seat includes Molokai and Lanai. These islands however have difference constituencies, concerns, and perspective of the sanctuary. It is believed that these communities and the sanctuary would benefit if a separate representative from each island had a seat at the table.

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