



Final Recommendations Report

July 2013

Background

The Hawaiian Islands Humpback Whale National Marine Sanctuary (sanctuary) is undergoing a management plan review process, as required by law, to consider evolving from its current status as a sanctuary that manages a single species, the humpback whale, to a sanctuary that would account for additional natural and cultural resources within its boundaries. In January 2012, the Sanctuary Advisory Council (council) provided sanctuary managers with recommendations to consider during the management plan review, including a primary recommendation for an ecosystem-based management approach which incorporates scientific, traditional, and place-based knowledge and management practices.

In January 2012, the council also approved the formation of a working group to consider a name-change for the sanctuary to reflect this new potential management approach. This working group was tasked to develop recommendations for a possible new name for the sanctuary to present to the full council and then forward to sanctuary management. Sol Kaho'ohalahala was appointed as the chair of the working group.

Process

Sanctuary working groups are sub-units of the full council, but participation is not limited solely to council members. It benefits working groups to have diverse perspectives and expertise from the collective communities of Hawai'i nei. The sanctuary naming working group included council members, a representative from an agency with a seat on the council, and a member of the public (Table 1).

Working group members compiled ten (10) names, both from their own ideas, as well as from conversations with their respective networks and colleagues (Appendix 1). They also developed a rubric to describe desired qualities in a new name for the sanctuary, and then used it as a framework to assess potential names (Appendix 2). For example, in the category of "Place/Location", working group members wanted an outcome in which the name indicates the sanctuary's location in Hawai'i. In this particular example, they noted that the outcome could be achieved directly by having "Hawai'i" in the name, or indirectly by having all or part of the name in the Hawaiian language, because it could be familiar to audiences even if they could not immediately interpret the name. The rubric provides a methodology for assessing new names, and the color-coding indicates alignment with the desired outcomes, as interpreted by the working group, with green indicating achievement of the desired outcome for a given category, yellow indicating partial achievement, and red indicating little or no achievement of the desired outcome.

Review Phase

It was important to have engagement from community members, so working group members solicited feedback from others to provide comments on the suggested names, as well as provide any new suggestions. Working group members identified some of the qualities needed in potential reviewers, which included the following:

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Hawaiian Islands Humpback Whale National Marine Sanctuary Advisory Council
Sanctuary Naming Working Group

- Fluency in ‘Ōlelo Hawai‘i
- Knowledge of Hawai‘i place names and naming practices
- Knowledge of marine ecosystems
- Knowledge of marine conservation
- Experience working in or with marine protected areas (e.g., manager of partner agency or organization may have input because they will likely be affected by a change in the sanctuary name)
- Knowledge and experience with cultural resources
- Experience in marine environment through cultural or professional practice (e.g., practitioner; not necessarily involved in management)

Based on these criteria, a list of potential reviewers was developed, and an invitation was sent to request their participation. The individuals who were able to participate contributed a broad range of knowledge, skills, and experience related to the criteria that the working group was looking for (Table 2). The ten (10) suggested names and accompanying rubric was provided as a framework for conversations to evaluate potential new names for the sanctuary.

A meeting was held on April 24 via conference call and webinar, to facilitate discussion about the suggested names. Where possible, participants gathered together at their local sanctuary offices in Maunaloa (O‘ahu), Kīhei (Maui), and at the University of Hawai‘i at Hilo. Feedback was also received by email from one reviewer.

Recommendations

Based on feedback from the reviewers (including one new suggested name, which was assessed within the rubric), and further discussions of the working group members, the Sanctuary Naming Working Group offers the following names (in no particular order) for the Sanctuary Advisory Council to forward to sanctuary management, noting that further research and analysis is suggested for all three names.

(1) Nā Kai ‘Ewalu National Marine Sanctuary

The phrase “Nā Kai ‘Ewalu” means “the eight seas”. This is a reference to the channels between the inhabited islands and a poetic reference to the islands themselves. This phrase (as three words) can be found in Hawaiian language newspapers in over 150 references, and it is sometimes in the introduction of articles linked to the greeting from the author to the readers. Within the Hawaiian language newspapers that have been digitized thus far, the first reference of this phrase was on February 14, 1834 in an issue of Ka Lama Hawai‘i in a kanikau (lamentation) for a Maui chief named Ke‘eaumoku. The last reference was found to be in 1926. Contrastingly, as one word, Nakai‘ewalu was found in approximately 30 references from 1857-1924, and all were personal names.

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(2) Lāhui Kai o Hawai‘i National Marine Sanctuary

In the Hawaiian language, the word “lāhui” means “nation, race, tribe, people, nationality; great company of people; species”, and “kai” means “sea” (Pukui & Elbert, 1986). This name supports a conservation ethic and practice beyond common conservation perspectives, and into a Hawaiian perspective of managing resources and ensuring abundance for future generations. The term “lāhui” represents the intent of the sanctuary to implement a cultural approach to resource management—“lāhui” is a traditional protection placed upon ocean areas to ensure abundance. The term “lāhui kai” also carries the meaning “ocean people” which puts humans and sea creatures on a more equal level conceptually. It can also be interpreted as meaning “ocean species” which may put focus on the entire ecosystem. The additional “o Hawai‘i”, meaning “of Hawai‘i”, provides a mechanism for people to immediately identify the physical location of the sanctuary.

(3) Kaiāulu Hawai‘i National Marine Sanctuary

In the Hawaiian language, the word “kaiāulu” means “community, neighborhood, village” (Pukui & Elbert, 1986). Considering that in a Native Hawaiian perspective all things are interrelated, the idea of kaiāulu is a modern-yet-appropriate name for the sanctuary because it acknowledges that all species within these islands form a community—humans included. As members of this community, we are all responsible to care for the sanctuary because it’s a big part of where we live. An alternative interpretation of the word “kaiāulu” that is supported by the naming working group is “a sea where growth takes place.” The intent of this interpretation is for the health of all organisms in the sanctuary to be restored and increased. Please note that another linguistic interpretation of “kaiāulu” could be a “turbulent sea,” but that is an extremely uncommon interpretation of that phrase.

Conclusion

Established in 1992, the sanctuary has had great success in raising awareness about humpback whales and implementing programs to understand threats that impact them. A potential shift in focus to the whole ecosystem provides an opportunity to perpetuate more holistic thinking about the marine environment and our role in it, and a new sanctuary name will be an important part of honoring this concept.

The working group attempted to demonstrate a range of potential names that communicate important aspects of a new management approach for the sanctuary, namely holistic ecosystem-based management and a sense of community throughout Hawai‘i, with humans being a part of the larger ecosystem picture. The working group recommends that the sanctuary advisory council support further research and analysis of the three names suggested here. The working group also recommends that sanctuary managers ensure adequate capacity on staff to facilitate cultural research and outreach that will be necessary for a new sanctuary name.

Reference

Pukui, M.K. and Elbert, S.H. 1986. Hawaiian Dictionary. University of Hawai‘i Press, Honolulu, Hawai‘i.

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Hawaiian Islands Humpback Whale National Marine Sanctuary Advisory Council
Sanctuary Naming Working Group

Table 1. Sanctuary Naming Working Group Members, in alphabetical order by last name.

Name	Relation to Council	Other Affiliation	Island
Solomon Pili Kaho'ohalahala	Lāna'i Island Seat, primary member; Chair of Sanctuary Naming Working Group		Lāna'i
Merrill Kaufman	n/a	Pacific Whale Foundation, Education Programs Manager	Maui
Elizabeth Kumabe	Former Education Seat, primary member; former Chair of Education Committee; former Secretary	University of Hawai'i Sea Grant College Program	O'ahu
Keoni Kuoha	n/a	Papahānaumokuākea Marine National Monument, Native Hawaiian Program Specialist	O'ahu
Gordon LaBedz	Ocean Recreation Seat, alternate member	Surfrider Foundation	Kaua'i
Trisha Kēhaulani Watson	Native Hawaiian Seat, primary member; Chair of Native Hawaiian Committee	Honua Consulting	O'ahu

Table 2. List of Reviewers for Sanctuary Naming Working Group, in alphabetical order by last name.

Name	Affiliation	Noteworthy Experience	Island
Blane Pomaika'i Benevedes	Papahānaumokuākea Marine National Monument, Native Hawaiian Specialist	'Ōlelo Hawai'i, cultural resources, marine protected areas	O'ahu
Pelika Bertelmann	University of Hawai'i Sea Grant College Program	Voyaging, shoreline monitoring, former STEM Scholars Program coordinator, traditional management	Hawai'i, Kaua'i
Chuck Burrows	Ahahui Malama i ka Lokahi	Research, education, stewardship in Native Hawaiian conservation ethic	O'ahu
John Clark		Historical research on place names and mo'olelo of Hawai'i shorelines	O'ahu
Hökūlani Holt-Padilla	Maui Arts and Cultural Center, Cultural Programs Director	Kumu hula, composer, cultural and language specialist, traditional cultural practices	Maui
Hökūlani Pihana	University of Hawai'i at Hilo (Tropical Conservation Biology and Environmental Science Masters program)	'Ōlelo Hawai'i, marine science, integrated marine resource management	Hawai'i
Kēhau Springer	Conservation International Hawai'i Fish Trust Program	Shoreline monitoring, traditional cultural practices, 'ōlelo Hawai'i	Hawai'i

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Appendix 1: Suggested Sanctuary Names Provided to Reviewers

(1) National Marine Sanctuary of Hawai‘i

Within the National Oceanic and Atmospheric Administration (NOAA) Office of National Marine Sanctuaries, it is common practice for sanctuary names to include a physical location followed by the phrase “National Marine Sanctuary”. For example, “Florida Keys National Marine Sanctuary” and “Monterey Bay National Marine Sanctuary”. One existing exception to the common order is “National Marine Sanctuary of American Samoa”, whereby the physical location is at the end of the name.

(2) –(5). The following suggestions include the use of the phrase “Nā Kai ‘Ewalu”, which means “The eight seas”. This is a reference to the channels between the inhabited islands and a poetic reference to the islands themselves. This phrase can be found in Hawaiian language newspapers, often in the introduction of articles and linked to the greeting from the author to the readers. By adding “of Hawai‘i”, suggestion **(3)** provides a mechanism for people to immediately identify the physical location of the sanctuary. By adding the word “State” in **(4)** and **(5)**, the names reflect the co-management partnership between NOAA and the State of Hawai‘i.

(2) Nā Kai ‘Ewalu National Marine Sanctuary; Nākai‘ewalu National Marine Sanctuary

(3) Nā Kai ‘Ewalu National Marine Sanctuary of Hawai‘i; Nākai‘ewalu National Marine Sanctuary of Hawai‘i

(4) The Hawai‘i State and National Marine Sanctuary: Nā Kai ‘Ewalu

(5) Nā Kai ‘Ewalu Hawai‘i State and National Marine Sanctuary

(6) Mālama I Nā Kai National Marine Sanctuary

“Mālama i nā kai” can be interpreted to mean “care for the ocean”.

(7) Paimālama National Marine Sanctuary; Pai Mālama National Marine Sanctuary

“Paimālama” can be interpreted to mean “to encourage or excite care and protection”.

(8) – (10). The following suggestions include the use of the phrase “Lāhui Kai”, which can be interpreted to mean “ocean community” (including humans along with all other species) or “to place protection on the ocean”. By adding “of Hawai‘i”, suggestion **(9)** provides a mechanism for people to immediately identify the physical location of the sanctuary. In suggestion **(10)**, Kānehulimoku is another traditional reference of the channels throughout the windward islands of Hawai‘i, as the seas of Kānehulimoku. Involving this name also creates a metaphorical partner to Papahānaumokuākea.

(8) Lāhui Kai National Marine Sanctuary

(9) Lāhui Kai o Hawai‘i National Marine Sanctuary

(10) Lāhui Kai o Kānehulimoku National Marine Sanctuary

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Appendix 2: Rubric for Sanctuary Naming Working Group

Category	Outcome	Notes	National Marine Sanctuary of Hawai'i	Nā Kai 'Ewalu National Marine Sanctuary; Nākai'ewalu National Marine Sanctuary
Place / Location	The name indicates the sanctuary's location in Hawai'i.	This outcome could be achieved by having "Hawaii" in the name, or using Hawaiian language.	Yes.	Yes, but in a manner that is not broadly accessible. It is a metaphoric and historical reference to the Hawaiian Islands and the channels between the islands.
Environment	The name indicates the sanctuary's marine focus.	Name already must include "National Marine Sanctuary", so "marine" could achieve this.	Yes.	Yes, both broadly understood in "Marine Santuary" and understood in a manner that is not broadly accessible. "Nā Kai 'Ewalu" is literally translated as "the eight seas."
Protection	The name conveys protection (e.g., "sanctuary", etc.)	Name already must include "National Marine Sanctuary", so "sanctuary" could achieve this. Perhaps this category also includes concepts of stewardship and ownership.	Yes.	Yes.
Management Intention	The name conveys sanctuary's holistic management direction.	Ecosystem-based management approach rather than single-species.	Yes. "Hawai'i" is inclusive of the waters that surround the islands and all that lives there. Additionally, although "Marine Sanctuary" is in the name, "Hawai'i" may also draw attention to the terrestrial/marine interconnectivity.	Yes. "Nā Kai 'Ewalu" is inclusive of the waters that surround the islands and all that lives there. Additionally, although "Marine Sanctuary" is in the name, "Nā Kai 'Ewalu" may also draw attention to the terrestrial/marine interconnectivity, since it is a poetic reference to the islands themselves.
Audience	The name is meaningful to a local audience.		Yes.	Yes, but in a manner that is not fully accessible. Many local people are familiar with the component words "nā," "kai" and "'ewalu," but would not understand the literal or figurative meanings.
	The name can be pronounced with minimal challenge.		Yes.	Maybe.
	The name carries a meaning that provides insight to stakeholders in marine conservation and resource management.		No.	Yes. This name supports ecosystem-based approaches to conservation and the dual meaning of the name is conducive to conversations around marine/terrestrial connectivity.
Sense of Place	The name conveys the richness, depth of the sanctuary's place in Hawai'i		Yes, but only on a superficial level.	Yes. It connects to relevant cultural concepts. Also, in using the Hawaiian language as a medium, it allows for this name to be contextualized in traditional Hawaiian ways (e.g. poetry, word play, hula, riddles, etc.).
Common Usage	Should note how the public may shorten the name, use an acronym, or mispronounce.		It is straightforward. There are no foreseeable issues where mispronunciation would convey a negative meaning. The likely shortened forms of this name could be "the sanctuary" or NMSH.	The word "kai" is often mispronounced as "kae," which means "excrement." Depending on how it is spelled, the likely shortened forms of this name could be "the sanctuary," "Nā Kai," NNNMSH, or NKENMS.
Other notes				

Appendix 2: Rubric for Sanctuary Naming Working Group

Category	Outcome	Notes	Nā Kai 'Ewalu/Nākai'ewalu National Marine Sanctuary of Hawai'i	The Hawaii State and National Marine Sanctuary: Na Kai 'Ewalu.
Place / Location	The name indicates the sanctuary's location in Hawai'i.	This outcome could be achieved by having "Hawaii" in the name, or using Hawaiian language.	Yes.	Has state name in it.
Environment	The name indicates the sanctuary's marine focus.	Name already must include "National Marine Sanctuary", so "marine" could achieve this.	Yes, both broadly understood in "Marine Santurary" and understood in a manner that is not broadly accessible. "Nā Kai 'Ewalu" is literally translated as "the eight seas."	Yes, with "marine" and "na kai 'ewalu" together.
Protection	The name conveys protection (e.g., "sanctuary", etc.)	Name already must include "National Marine Sanctuary", so "sanctuary" could achieve this. Perhaps this category also includes concepts of stewardship and ownership.	Yes.	Yes, has "marine sanctuary" in the title.
Management Intention	The name conveys sanctuary's holistic management direction.	Ecosystem-based management approach rather than single-species.	Yes. "Nā Kai 'Ewalu" is inclusive of the waters that surround the islands and all that lives there. Additionally, although "Marine Sanctuary" is in the name, "Nā Kai 'Ewalu" may also draw attention to the terrestrial/marine interconnectivity, since it is a poetic reference to the islands themselves.	Yes. "Nā Kai 'Ewalu" is inclusive of the waters that surround the islands and all that lives there. Additionally, although "Marine Sanctuary" is in the name, "Nā Kai 'Ewalu" may also draw attention to the terrestrial/marine interconnectivity, since it is a poetic reference to the islands themselves.
Audience	The name is meaningful to a local audience.		Yes, but in a manner that is not fully accessible. Many local people are familiar with the component words "nā," "kai" and "'ewalu," but would not understand the literal or figurative meanings.	Yes, but in a manner that is not fully accessible. Many local people are familiar with the component words "nā," "kai" and "'ewalu," but would not understand the literal or figurative meanings.
	The name can be pronounced with minimal challenge.		Maybe.	Maybe
	The name carries a meaning that provides insight to stakeholders in marine conservation and resource management.		Yes. This name supports ecosystem-based approaches to conservation and the dual meaning of the name is condusive to conversations around marine/terrestrial connectivity.	Understandable to any random person, plus has tag to add sense of place. Does meet expectation of broader audience because using identification of "Hawai'i State and National". And "Na Kai 'Ewalu" part expands on that audience so it's not just state and national.
Sense of Place	The name conveys the richness, depth of the sanctuary's place in Hawai'i		Yes, connects to relevant cultural concepts. Using Hawaiian language allows for this name to be contextualized in traditional Hawaiian ways (e.g. poetry, word play, hula, riddles, etc.). "Na Kai 'Ewalu" gives a greater understanding of the place, the English is more about physical place.	Yes, connects to relevant cultural concepts. Using Hawaiian language allows for this name to be contextualized in traditional Hawaiian ways (e.g. poetry, word play, hula, riddles, etc.). "Na Kai 'Ewalu" gives a greater understanding of the place, the English is more about physical place.
Common Usage	Should note how the public may shorten the name, use an acronym, or mispronounce.		The word "kai" is often mispronounced as "kae," which means "excrement." Depending on how it is spelled, the likely shortened forms of this name could be "the sanctuary," "Nā Kai," NNNMSH, or NKENMSH.	With a longer English name, it maybe makes it more likely that people will say "Na Kai 'Ewalu", especially if we use it enough in literature and outreach. Lengthens the name, but could be a way to re-direct people to use the tagline.
Other notes				

Appendix 2: Rubric for Sanctuary Naming Working Group

Category	Outcome	Notes	Na Kai 'Ewalu Hawai'i State and National Marine Sanctuary	Mālama I Nā Kai National Marine Sanctuary
Place / Location	The name indicates the sanctuary's location in Hawai'i.	This outcome could be achieved by having "Hawaii" in the name, or using Hawaiian language.	Has state name in it.	No.
Environment	The name indicates the sanctuary's marine focus.	Name already must include "National Marine Sanctuary", so "marine" could achieve this.	Yes, with "marine" and "na kai 'ewalu" together.	Yes, both broadly understood in "Marine Santurary" and understood in a manner that is not broadly accessible in the term "kai" which means "sea; ocean."
Protection	The name conveys protection (e.g., "sanctuary", etc.)	Name already must include "National Marine Sanctuary", so "sanctuary" could achieve this. Perhaps this category also includes concepts of stewardship and ownership.	Yes, has "marine sanctuary" in the title.	Yes. "Mālama" pretty prevalent in the conservation community and means "to care for; protect."
Management Intention	The name conveys sanctuary's holistic management direction.	Ecosystem-based management approach rather than single-species.	Yes. "Nā Kai 'Ewalu" is inclusive of the waters that surround the islands and all that lives there. Additionally, although "Marine Sanctuary" is in the name, "Nā Kai 'Ewalu" may also draw attention to the terrestrial/marine interconnectivity, since it is a poetic reference to the islands themselves.	Yes/maybe. The term "mālama" represents the intent of the sanctuary and a cultural approach to resource management. However, "kai" might be too narrow, focusing on the ocean, as opposed to broader ecosystem connectivity.
Audience	The name is meaningful to a local audience.		Yes, but in a manner that is not fully accessible. Many local people are familiar with the component words "nā," "kai" and "'ewalu," but would not understand the literal or figurative meanings.	Yes, but in a manner that is not fully accessible. Many local people are familiar with the words "mālama," "nā" and "kai," but would not understand the literal or figurative meanings.
	The name can be pronounced with minimal challenge.		Maybe	Maybe.
	The name carries a meaning that provides insight to stakeholders in marine conservation and resource management.		Understandable to any random person, plus has tag to add sense of place. Does meet expectation of broader audience because using identification of "Hawai'i State and National". And "Na Kai 'Ewalu" part expands on that audience so it's not just state and national.	Yes. This name supports a conservation ethic that is embodied in the term "mālama," to go beyond common conservation perspectives into a Hawaiian perspective of caring for the "environment" because of genealogical and cultural connections. We are related to the world around us as family.
Sense of Place	The name conveys the richness, depth of the sanctuary's place in Hawai'i		Yes, connects to relevant cultural concepts. Using Hawaiian language allows for this name to be contextualized in traditional Hawaiian ways (e.g. poetry, word play, hula, riddles, etc.). "Na Kai 'Ewalu" gives a greater understanding of the place, the English is more about physical place.	Yes/maybe. It connects to relevant cultural concepts. Using the Hawaiian language as a medium allows this name to be contextualized in traditional Hawaiian ways, but the phrasing of this name is awkward when applied as a name of a particular place, which would impeded potential use within traditional Hawaiian contexts.
Common Usage	Should note how the public may shorten the name, use an acronym, or mispronounce.		With a longer English name, it maybe makes it more likely that people will say "Na Kai 'Ewalu", especially if we use it enough in literature and outreach. Lengthens the name, but could be a way to re-direct people to use the phrase Na Kai 'Ewalu.	The word "kai" is often mispronounced as "kae," which means "excrement." Depending on how it is spelled, the likely shortened forms of this name could be "the sanctuary," "Mālama," "Nā Kai," MNKNMS, or MNMS.
Other notes				Exists as name of at least one other organization (canoe club)

Appendix 2: Rubric for Sanctuary Naming Working Group

Category	Outcome	Notes	Paimālama National Marine Sanctuary; Pai Mālama National Marine Sanctuary	Lāhui Kai National Marine Sanctuary
Place / Location	The name indicates the sanctuary's location in Hawai'i.	This outcome could be achieved by having "Hawaii" in the name, or using Hawaiian language.	No.	No.
Environment	The name indicates the sanctuary's marine focus.	Name already must include "National Marine Sanctuary", so "marine" could achieve this.	Yes, "marine".	Yes, both in "marine" and in a manner that is not broadly accessible in the term "kai" which means "sea; ocean."
Protection	The name conveys protection (e.g., "sanctuary", etc.)	Name already must include "National Marine Sanctuary", so "sanctuary" could achieve this. Perhaps this category also includes concepts of stewardship and ownership.	Yes. In addition to "sanctuary", the idea of protection is supported by "pai" meaning "to encourage; excite" and "mālama" meaning "to care for; protect."	Yes. In addition to "sanctuary", the idea of protection is supported by "lāhui" which is a traditional protection placed upon ocean areas to ensure abundance.
Management Intention	The name conveys sanctuary's holistic management direction.	Ecosystem-based management approach rather than single-species.	Yes. "Pai" and "mālama" both speak to greater care and responsibility to the world around us. Additionally, although "Marine Sanctuary" is in the name, "Paimālama" may be applied to both terrestrial and marine environments and the interconnectivity between them.	Yes/maybe. The term "lāhui" represents the intent of the sanctuary and a cultural approach to resource management. However, "kai" might be too narrow, focusing on the ocean, as opposed to broader ecosystem connectivity. "Lāhui kai" can also be interpreted as meaning "ocean species," which may also take focus from the entire ecosystem.
Audience	The name is meaningful to a local audience.		Yes, but in a manner that is not fully accessible. Many local people are familiar with the word "mālama," but would not understand the literal or figurative meanings.	Yes, but in a manner that is not fully accessible. Many local people are familiar with the word "kai," but would not understand the literal or figurative meanings.
	The name can be pronounced with minimal challenge.		Maybe.	Maybe.
	The name carries a meaning that provides insight to stakeholders in marine conservation and resource management.		Yes. This name supports a conservation ethic embodied in the term "mālama," beyond common conservation perspectives into a Hawaiian perspective of caring for the "environment" because of genealogical and cultural connections. We are related to the world around us as family.	Yes. This supports a conservation ethic in the term "lāhui," beyond common conservation perspectives into a Hawaiian perspective of managing "resources" and ensuring abundance for future generations. "Lāhui kai" also carries the meaning "ocean people," putting humans and sea creatures on a more equal level.
Sense of Place	The name conveys the richness, depth of the sanctuary's place in Hawai'i		Yes. It connects to relevant cultural concepts. Also, in using the Hawaiian language as a medium, it allows for this name to be contextualized in traditional Hawaiian ways (e.g. poetry, word play, hula, riddles, etc.).	Yes. It connects to relevant cultural concepts. Also, in using the Hawaiian language as a medium, it allows for this name to be contextualized in traditional Hawaiian ways (e.g. poetry, word play, hula, riddles, etc.).
Common Usage	Should note how the public may shorten the name, use an acronym, or mispronounce.		There are no foreseeable issues where mispronunciation would convey a negative meaning. Depending on how it is spelled, the likely shortened forms of this name could be "the sanctuary," "Pai," PNMS, or PMNMS. The last acronym may be confused with PMNM.	The word "kai" is often mispronounced as "kae," which means "excrement." Depending on how it is spelled, the likely shortened forms of this name could be "the sanctuary," "Lāhui," LKNMS, or LNMS.
Other notes			Name developed by Keoni Kuoha to address some of the issues with the name "Mālama Nā Kai" while maintaining most of the intent.	Name offered by Cody Pueo Pata of Pukalani, Maui.

Appendix 2: Rubric for Sanctuary Naming Working Group

Category	Outcome	Notes	Lāhui Kai o Hawai'i National Marine Sanctuary	Lāhui Kai o Kānehulimoku National Marine Sanctuary	Kaiāulu Hawaii National Marine Sanctuary
Place / Location	The name indicates the sanctuary's location in Hawai'i.	This outcome could be achieved by having "Hawaii" in the name, or using Hawaiian language.	Yes.	No.	Yes.
Environment	The name indicates the sanctuary's marine focus.	Name already must include "National Marine Sanctuary", so "marine" could achieve this.	Yes, both in "marine" and in a manner that is not broadly accessible in the term "kai" which means "sea; ocean."	Yes, both in "marine" and in a manner that is not broadly accessible in the term "kai" which means "sea; ocean."	Yes, both in "marine" and in a manner that is not broadly accessible in the term "kai" which means "sea; ocean."
Protection	The name conveys protection (e.g., "sanctuary", etc.)	Name already must include "National Marine Sanctuary", so "sanctuary" could achieve this. Perhaps this category also includes concepts of stewardship and ownership.	Yes. In addition, the idea of protection is supported by "lāhui" which is a traditional protection placed upon ocean areas to ensure abundance.	Yes. In addition, the idea of protection is supported by "lāhui" which is a traditional protection placed upon ocean areas to ensure abundance.	Yes, because humans are included in the notion of a broader community, and there is a responsibility to perpetuate the growth and abundance in the sea.
Management Intention	The name conveys sanctuary's holistic management direction.	Ecosystem-based management approach rather than single-species.	Yes/maybe. The term "lāhui" represents the intent of the sanctuary and a cultural approach to resource management. However, "kai" might be too narrow, focusing on the ocean, as opposed to broader ecosystem connectivity. "Lāhui kai" can also be interpreted as meaning "ocean species," which may also take focus from the entire ecosystem.	Yes/maybe. The term "lāhui" represents the intent of the sanctuary and a cultural approach to resource management. However, "kai" might be too narrow, focusing on the ocean, as opposed to broader ecosystem connectivity. "Lāhui kai" can also be interpreted as meaning "ocean species," which may also take focus from the entire ecosystem.	Yes, acknowledges all species, including ourselves, so ties with idea of ecosystem.
Audience	The name is meaningful to a local audience.		Yes, but in a manner that is not fully accessible. Many local people are familiar with the word "kai," but would not understand the literal or figurative meanings.	Yes, but in a manner that is not fully accessible. Many local people are familiar with the word "kai," but would not understand the literal or figurative meanings.	Yes, but in a manner that is not fully accessible. Many local people are familiar with the word "kai," but would not understand the literal or figurative meanings.
	The name can be pronounced with minimal challenge.		Maybe.	No.	Yes.
	The name carries a meaning that provides insight to stakeholders in marine conservation and resource management.		Yes. This supports a conservation ethic in the term "lāhui," beyond common conservation perspectives into a Hawaiian perspective of managing "resources" and ensuring abundance for future generations. "Lāhui kai" also carries the meaning "ocean people," putting humans and sea creatures on a more equal level.	Yes. This supports a conservation ethic in the term "lāhui," beyond common conservation perspectives into a Hawaiian perspective of managing "resources" and ensuring abundance for future generations. "Lāhui kai" also carries the meaning "ocean people," putting humans and sea creatures on a more equal level.	Yes, this speaks to the notion of growth, and our role in ensuring abundance in the environment.
Sense of Place	The name conveys the richness, depth of the sanctuary's place in Hawai'i		Yes. It connects to relevant cultural concepts. Also, in using the Hawaiian language as a medium, it allows for this name to be contextualized in traditional Hawaiian ways (e.g. poetry, word play, hula, riddles, etc.).	Yes, connects to relevant cultural concepts. "Kānehulimoku" touches on the traditional reference of the channels throughout the Windward islands of Hawai'i as the seas of Kānehulimoku. Invoking this name also creates a conceptual partner to Papahānaumokuākea.	Yes. It connects to relevant cultural concepts. It embraces all things in the environment, and the health of everything within.
Common Usage	Should note how the public may shorten the name, use an acronym, or mispronounce.		The word "kai" is often mispronounced as "kae," which means "excrement." Depending on how it is spelled, the likely shortened forms of this name could be "the sanctuary," "Lāhui," LKoHNMS, or LNMS.	The word "kai" is often mispronounced as "kae," which means "excrement." Depending on how it is spelled, the likely shortened forms of this name could be "the sanctuary," "Lāhui," LKoKNMS, or LNMS.	Kaiaulu is simple as one word. Likely shortened forms are "Kaiāulu", "Kaiāulu National Marine Sanctuary", or KHNMS.
Other notes			Name offered by Cody Pueo Pata of Pukalani, Maui.	Name offered by Cody Pueo Pata of Pukalani, Maui.	