

Hawai'i 2050 Sustainability Task Force
Hawai'i State Capitol, Room 414
March 28, 2007
Minutes

Members Present: Senator Russell Kokubun, Representative Lyla Berg, Representative Pono Chong, Ian Costa, Senator Mike Gabbard, Marion Higa, Jeffrey Hunt, Karl Kim, Millie Kim, Keith Kurahashi, Keith Rollman, Laura Thielen, Stacie Thorlakson, Beth Tokioka, Michael Tresler, Pamela Tumpap

Members Not Present: Senator Suzanne Chun Oakland, Henry Eng, David Goode, Brad Kurokawa, Representative Colleen Meyer, James Spencer, Jane Testa, Senator Jill Tokuda, Representative Ryan Yamane

I. Call to Order. A quorum was established to begin the meeting. The task force meeting was called to order at 1:28 p.m. by Chair Russell Kokubun on Wednesday, March 28, 2007, in Room 414 at the Hawai'i State Capitol. Chair Kokubun thanked all members and public audience for attending the task force meeting. Introduction of task force members.

II. Review and Approve Minutes. Draft minutes from the February 27, 2007 meeting was distributed to members. Chair Kokubun entertained a motion to approve the February 27, 2007 minutes. Ian Costa moved to approve the minutes; Keith Kurahashi seconded the motion. Chair Kokubun opened discussion on the minutes. The task force unanimously approved the February 27, 2007 minutes.

Chair Kokubun informed the task force that he has received communication from task force member James Spencer stating that he is out of the country on official business for the University of Hawai'i in Vietnam and will not be able to attend the task force meeting. Communication was also received from task force member Henry Eng apologizing for his absence from task force meetings due to policy requirements to attend both cabinet and city council meetings.

III. Approval of Research Activities. Sharon Miyashiro thanked members for submitting their comments and most were incorporated into the IssueBook. Sharon explained that the executive summary was not included because the IssueBook is currently at about 95 pages and the research team decided that including an executive summary for each issue would lengthen the IssueBook too much. The research team will work with the community engagement consultants in presenting the major issue points at the community engagement meetings. Other suggestions such as the issue papers having a futuristic approach, the interconnection between them, and having the move forward presented in a more sustainable way have been incorporated into the IssueBook. A "mahalo" page has also been added to follow the chair's message. The communications

staff from the College of Tropical Agriculture and Human Resources are near completion of the IssueBook. A sample of part of the IssueBook was circulated among members.

Keith Kurahashi commented that he would still like to see an executive summary prepared. If he received a document over one hundred pages long, he would probably toss it on the side and not read it cover-to-cover. Sharon Miyashiro responded that they would prepare an executive summary.

The IssueBook should be finalized for printing by April 4 and distribution shortly thereafter. The IssueBook will also be posted on the H2050 website with the availability to comment on the issues presented.

Chair Kokubun entertained a motion to proceed forward with the efforts of the IssueBook. Pamela Tumpap motioned to proceed, Ian Costa seconded the motion. The task force unanimously approved the motion to proceed forward with the efforts of the IssueBook.

Chair Kokubun thanked Sharon Miyashiro and all contributors for their efforts on the IssueBook.

As part of the research component, Bill Kaneko reported that they have engaged the services of 3Point Consulting to assist Dr. Kem Lowry in posing a question to about 20 stakeholders on what an ideal plan would look like. Currently, Makena Coffman is interviewing stakeholders from business, government, labor, and non-profit entities to get their feedback on what an ideal plan would look like, what characteristic would it have. The data received would be forwarded to the Accountability Work Group. The data would then produce a five-page summary of the components and characteristics of an ideal plan. Copies of letters received from individuals interviewed by Ms. Coffman will be forwarded to task force members.

- IV. Update and Discussion of Community Engagement Working Group Activities.** A Report on Community Engagement dated March 23, 2007 was distributed to the task force. The report noted that over 1,000 surveys have been received—both hard copy and online. Island coordinators have reported that few meetings are being hosted due to the tight timeframe and the lack of confidence to lead discussion on sustainability. Individuals are more comfortable responding to the survey online or by filling out the surveys distributed by island coordinators. Analysis of the surveys received by March 31 will be completed by April 7 and shared at the Phase II community meetings. The Phase I Tool Kit and survey will remain on the website. Input will continue to be collected and integrated into the results. A schedule for the Phase II community meetings is appended to the report. Twelve meetings are scheduled from April 12 through May 8 statewide. The meetings are being arranged by the island coordinators and the CE Working Group requests that members attend their island's meetings.

A draft agenda for the Phase II community meetings has been developed.

- Registration and display and/or distribution of information (30 minutes)
- Welcome, introduction of task force members, and presentation of five-minute H2050 video (10 minutes)
- Presentation on the definition, vision, and guiding principles of sustainability (10 minutes)
- Powerpoint overview of the IssueBook (20 minutes)
- Small group community interaction—discussion on 3 major elements: overall sustainability goals, prioritizing top 5; high-level strategies for goals; and identification of measures (90 minutes)

The data collected from the 12 Phase II community meetings will be used to develop the Phase II Tool Kit and web survey.

Patrick Williams, Hawaii Institute for Public Affairs, has prepared a draft press release for the O‘ahu meetings and a template for neighbor island meetings. He will also look into developing media interest on the sustainability plan.

Millie Kim commented that the use of island coordinators is working very well. The island coordinator for the Island of Hawai‘i has been very helpful in distributing the survey and has encouraged task force members to distribute the survey to their constituents as well.

Patrick Williams informed the task force that the website is in the process of being updated. HIPA will be working with the website vendor in revising some of the graphics. Patrick will be meeting with the University of Hawai‘i to discuss use of graphics from their image archives on the H2050 website. The university will be given credit for use of their images. A request will also be made to the website vendor to upgrade the website to be more interactive to receive input from the public. Communication with individuals on the database will be expanded with the development of an e-newsletter. Pamela Tumpap suggested promoting the survey in the e-newsletter. Keith Kurahashi asked that the O‘ahu neighborhood boards be included on the mailing list to receive the survey and e-newsletters. Representative Lyla Berg inquired if it would be possible to visually portray on the website what the state of water, population, etc. is. Patrick responded that they could definitely look into having the website be more visually appealing and educational.

Stacie Thorlakson suggested that if an executive summary is created, then making a five-minute video of the summary. Patrick will look into low-cost video capabilities—in the past the Wai‘anae Seariders were used but their schedule is very full at the moment.

Patrick Williams also informed the task force that in conjunction with community outreach and the community meetings, neighbor island radio interviews and advertisements are being arranged.

Jeffrey Hunt has expressed his interest in serving as a member of the Community Engagement Working Group. Chair Kokubun stated that if there were no objections, he

would like to have Jeffrey be a member of the working group. There were no objections from task force members. Chair Kokubun thanked Jeffrey.

Bill Kaneko reported on the Kids Focus Group. A focus group of teens, ages 15-17, was conducted during the last weekend of March to receive feedback on what was important to them today, what would be important to them 20 years from now, and what would it take to get them to participate in a youth summit. From listening to the focus group, it was interesting to learn that they live in a very technology-friendly environment. They live within a fast, computer-driven world. Information is fast to obtain and readily available, and accessible. They are able to communicate via cellular phone, computers, Ipods, etc. They also realize the risks involved with technology—predators, invasion of privacy, identity theft, etc. Four of the six teens questioned whether they would be living in Hawai‘i in 20 years. The other two stated they would be here. Major concerns for the group were a decent job and living wage. The group was asked what it would take to get them involved with H2050 and a youth summit. They responded that, first of all, they needed to know about. And if they knew about, it had to be presented to them in a way that is appealing to them. It had to be fun, edgy, creative, and out-of-the-box. They suggested having the stars from the television series LOST be guest speakers. They were also asked how and where they get their information. The group responded that they get their information through My Space. The use of the internet is needed to capture this component of stakeholders. The group also stated that they would participate in the summit if they thought their feedback was worthwhile and considered in the process. Bill commented that he felt the information received from the focus group was very valuable and thanked Becki Ward, Ward Research, for providing the service to the task force pro bono. Gail Mukaihata Hanneman from the Girl Scouts and Pat Hamamoto from the Department of Education were also present at the focus group.

Representative Lyla Berg inquired when the next focus group would be conducted and how were the facts on water, environment, etc. presented to them. Bill Kaneko responded that there was only one meeting scheduled and it was not designed to address the various details of a sustainable Hawai‘i. The purpose was just to find out how to get teens engaged, and how to communicate with youth to get them interested in sustainability. The feedback received from the group will help in moving forward with the youth summit and Hawai‘i Kids Voting. Representative Berg suggested David Nakada from the Boys and Girls Club be included in the youth summit.

Two telephone surveys will be conducted to cross check with work being done in community engagement. Bill Kaneko thanked Jeanne Schultz from the HIPA staff who raised \$30,000 in donations to fund the surveys. SMS Research will be conducting the surveys. Pacific Resource Partnerships, Castle & Cooke, and Kamehameha Schools have donated \$10,000 each to fund the first of two telephone surveys.

On March 16, 2007 Actus Lend Lease and the Hawaii Institute for Public Affairs held the Hawai‘i 2050 Business Leadership Council Breakfast Meeting. Mitch Dolier from Kaneohe Ranch and Chair Kokubun co-chaired the meeting. CEOs from various businesses were invited to participate in the meeting. Guest speaker, Michael Bellaman,

CEO for Actus Lend Lease, presented his company's perspective on sustainability. Originally, two meetings were planned for the council—the first to engage business leaders in the process and the second one a few months later to discuss the proposed plan. The level of discussion at the meeting was high and the feedback from participants was that they would like to see additional meetings. The next meeting is scheduled for May. Bill Kaneko commented that many of the business leaders who participated in the meeting recognize that the consumer market is changing and that many consumers are looking for businesses that support sustainable business practices. Chair Kokubun added that Dow Jones now lists top companies that practice sustainability within their corporations in the Dow Jones Sustainability Index. The index may be viewed at www.sustainability-index.com. Beth Tokioka inquired if members on the council were statewide. Jeanne Schultz responded that invitations were sent to business leaders on the neighbor islands as well as on O'ahu. If task force members know of other business leaders who would like to participate, forward names to Bill.

A timeline for the Hawai'i 2050 Sustainability Task Force was distributed to members. Bill Kaneko updated the task force on progress of the sustainability plan process. The activities that have been done during the past year for community engagement has laid a strong ground work for the task force but in the next 6 months, policy decisions need to be made quickly. As the timeline shows, drafting of the plan needs to begin in June 2007, with public review and comment on the draft in September 2007, and submission of the final plan to the Legislature in December 2007. Community engagement activities need to be completed on a timely basis. Phase I of community engagement is nearing completion and Phase II of community engagement has already begun with the second round of community meetings. The draft plan will be unveiled to the public at a 2050 Summit.

Two dates have been tentatively selected to hold the summit—Saturday, August 25 or Thursday, September 27. Bill commented that it would be difficult to have all activities done by August 25. With heightened public awareness, about 1,000 participants are anticipated to attend the summit. Due to the number of participants, the Hilton and Sheraton hotels are being considered. Bill commented that a third venue is the Hawai'i Convention Center. Pamela Tumpap commented that the venue selected should be able to accommodate at least 2,000 participants—no one should be turned away due to lack of space. Karl Kim suggested looking into using various facilities at the University of Hawai'i—ballroom with links to auditoriums. Bill also noted that a dozen or so meetings would need to follow the summit for statewide review and comment of the draft plan. Representative Lyla Berg suggested that if the university system facilities were used, couldn't these statewide meetings be held simultaneously with the summit—linking to neighbor island campuses. Bill will follow up on the venues suggested and report back to the task force.

Shanna Trevanna, a UH student, informed the task force of an upcoming UH community engagement event being held on Earth Day, April 20, 2007 at Saunders Hall. The event will begin at 10:30 a.m. with an Eco Fair and conclude with a free concert in the evening.

There will be different adventures that individuals can participate in. There will also be 20 to 50 rooms set up in Saunders Hall with food vendors providing samples.

- V. **Report from the Public Awareness Work Group.** Pamela Tumpap reported that she did not receive any feedback or comments on the draft Public Awareness Plan but would like to add brochures as an element to the plan.

Chair Kokubun entertained a motion to adopt the Public Awareness Plan with the inclusion of brochures and the costing of the plan. Representative Pono Chong moved to adopt the plan, Karl Kim seconded the motion. The Public Awareness Plan with the inclusion of brochures and costing of the plan was unanimously adopted by the task force.

- VI. **Update on the Accountability Work Group.** Chair Kokubun commented that the first meeting of the Accountability Work Group was an excellent first meeting. Jeanne Schultz Afuvai added the meeting was very informal and very informative—everyone came to the table prepared to discuss what it means to be accountable and how to make the plan accountable so that it doesn't sit on a shelf. The group agreed that the State Plan should be honored, used as a foundation, and build upon it. Continued communications between the Accountability Work Group and the task force is needed. Pamela Tumpap commented that the work group ~~also~~ agreed that each county's planning department needs to be involved. The plan is not just a state plan but needs to integrate the county plans as well. The task force consists of members from each county's planning departments and their input from a county planning perspective is important when drafting a plan. It is also important that the counties are provided adequate resources to implement the plan. With the changing of administration at the county level, the work group also discussed ways to insure long-term implementation of the plan to the year 2050. Chair Kokubun added that there needs to be a lot of open communication in order to have a smooth integration of the plans. Representative Lyla Berg asked how each individual county would engage their policymakers to embrace the efforts of the plan. Pamela responded saying that there needs to be effective communication with county administrators so that it does not appear to be a "top-down" approach. Their involvement is needed in the process. Representative Berg suggested that instead using the concept of "buy in," since you are still asking someone to buy what you are selling, see what county policies already exists and how they could be helpful in developing a state plan. Pamela commented that Ramsay Taum pointed out that what the working group should look for is not a "buy in" but a partnership—collaboration and cooperation. Beth Tokioka commented that the mayors may need to be approached directly and suggested having an information gathering session at the Mayors' Summit where they could provide their input and this session should include the county councils as well. Chair Kokubun responded that the Hawai'i State Association of Counties (HSAC) meet in June and December and has been invited to do a presentation for them. He will discuss with Bill Kaneko in engaging other organizations in the process.

Jeffrey Hunt commented that Maui County is going through their general plan update and there is a great opportunity to have a lot of cross over on developing a plan that works for

both the state and counties. He also added that we need to respect the “homerule” mentality of each island. If we claim that this plan will benefit all islands, we need to present it as a suggestion or encouragement and not a mandate.

Michael Tresler asked what the goals of the accountability work group were. Chair Kokubun explained that a State Plan was adopted in the early 80s. There were also 12 Functional Plans which were on more specific issue areas. Although these were excellent plans, there was no way to implement the plan. There was no way to measure if progress was being made and no objective party to evaluate whether the plan was meeting its goals. The existing plans should not be repealed but honored. We need to acknowledge the efforts of those before us and build on those efforts in hopes of providing a springboard for future generations. We didn’t want another plan that just sat on the shelf. Pamela added that the plan should identify available resources to allow counties and businesses to become involved and move towards sustainability and achieve the sustainable goals.

Karl Kim suggested that process should showcase model practices of each county— recognize each county’s uniqueness. Representative Lyla Berg suggested that the Summit showcase the existing strengths and possibly be a way to engage the mayors and county councils to get involved. Chair Kokubun suggested having the counties present their “success” stories to the task force.

VII. Update and Discussion of Other Sustainability Activities. HIPA together with Hawaii Business Magazine conducted the second in the series of breakfast meetings. The second meeting was on land use and featured Mike Jones, D.R. Horton; David Bylund, Urban Land Institute Hawai‘i; and Brad Kurokawa, Deputy Planning Director, County of Hawai‘i and task force member. There were about 90 participants at the meeting. The next meeting is scheduled for May 11, 2007 and will focus on energy.

Chair Kokubun reported on legislation relating to sustainability that is still moving through both houses. The bill providing additional funding for the task force is moving. Marion Higa just returned from the Finance hearing in which the bill was being heard and reported that there were no questions on how much funding the task force was seeking. Marion will work with Bill on an amount. There is another vehicle that is moving in the Senate and should be heard sometime later in the week.

Chair Kokubun presented to the House Majority Caucus the current status of the work of the task force.

VIII. Report on Stakeholder Outreach. Chair Kokubun reported that a number of meetings have been conducted with the Hawai‘i Hotel and Lodging Association, HGEA (shop stewards), and Pacific Resource Partners (breakfast meeting).

Patrick Williams distributed a Champions List. This list would identify various groups who would be “champions” of sustainability and the plan. Task force members were

asked for their input on who should be added to the list. Members could email Patrick at pwilliams@hipaonline.com.

- IX. Next Steps; Plan for Future Meetings.** Chair Kokubun asked the task force if the next meeting could be scheduled in May instead of April. Legislative members are scheduled to attend various conference committee meetings and may be unavailable to attend a task force meeting. The next meeting is tentatively scheduled for Thursday, May 10, 2007, from 1:00 p.m. to 4:00 p.m. Task force members will be notified on the location for the meeting.
- X. Adjourn.** Chair Kokubun thanked members of the task force and the audience for attending the meeting. The meeting was adjourned at 3:57 p.m. by Chair Kokubun.