

THE
FUTURE OF
MAUI COUNTY
RESTS
WITH
US

FOCUS OUR
MAUI ISLANDS
NUI OUR FUTURE



FINAL REPORT
DECEMBER 2003

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MAUI ISLANDS
NUI OUR FUTURE

FINAL REPORT
DECEMBER 2003

FOCUS MAUI NUI | December 2003
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ACKNOWLEDGEMENTS

Focus Maui Nui is made possible by funding from:

Alexander & Baldwin Foundation, County of Maui, Fred Baldwin Memorial Foundation, Gerbode Foundation, Harold K.L. Castle Foundation, Hawaii Community Foundation, HEI Charitable Foundation, McInerny Foundation, Maui Economic Development Board, Inc., Steve Case Foundation, Verizon Foundation, Young Brothers Limited, State of Hawaii Department of Business, Economic Development and Tourism.

We are grateful for these partnerships.

If you are interested in investing in the vision of Focus Maui Nui, please contact the Maui Economic Development Board, Inc. at 808.875.2336.

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EXECUTIVE SUMMARY

From May through August, 2003, the people of Maui County engaged in a groundbreaking process to begin to define a vision for Maui County. In just three months, Focus Maui Nui brought approximately 1,700 participants into an intensive, participatory process to plan for the future of the county as a whole. Focus Maui Nui emphasized the importance of local needs and the priorities of everyday residents. Representative of all planning districts and a range of demographic groups as broad as the population of the islands, these participants carefully articulated what they viewed as the core values to guide Maui Nui, the key challenges the islands face, the suggested strategies for addressing these challenges, and the parties responsible for carrying out the recommended actions. This report summarizes the results of this process.

BACKGROUND

Focus Maui Nui was the response to a community-wide concern, expressed frequently at public meetings and gatherings in Maui County: that the islands lacked a vision and sense of clear direction for the future. Frustrated with the often contentious results of development and planning processes, residents repeatedly voiced a consensus that the county needed a plan that would provide a vision for all communities and a creative set of actions to tackle over the coming years.

In summer 2002, MEDB and Maui County hosted the conference on Maui's Economic Future which brought together about 175 participants for two days to discuss economic issues and to understand economic development in the context of social issues. Despite the fact that many of the participants at the summit were active and vocal in community and countywide initiatives, they emphasized a frustration about a lack of a clear and shared vision for the future of Maui. Over and over again they expressed concern that one could not plan and could not make viable decisions without a consensus about the future. Participants at these sessions challenged themselves and the greater community to work to define a vision for the islands, and to conceive a process that would both engage a broad cross section of residents (including those not traditionally engaged in civic discussions) and have a plan for accountability and succession.

With the impetus of both a new General Plan and Comprehensive Economic Development Strategy before the county, the time was ripe for such a vision. Responding to this demand, the Maui Economic Development Board joined with the county to lead such an effort. A diverse advisory committee of 23 community-based leaders representing a range of geographic, ethnic, and interest communities as well as the specific concerns of Moloka'i and Lāna'i was convened to guide the development, design and implementation of a visioning process.

Advisory committee members determined that, while efforts to plan for the future of Maui County had been attempted many times before, opportunities existed for a new process that would build on the findings of prior efforts and would address areas overlooked in the past. And due to the historically low rates of voting and civic participation on the islands, committee members also believed it was essential to reach beyond the typical outreach efforts to truly engage residents, particularly those who rarely participated in public dialogues, in ways more meaningful than a cursory survey or poll.

Thus emerged Focus Maui Nui: a unique, participatory process built on a small-group model, involving everyday community members in discussions of issues raised in the past, as well as those lying ahead in the future. Within these Focus Maui Nui groups, residents would tackle the distinct challenge of articulating a guiding vision, identifying strategies for action and prioritized needs, and formulating thoughtful solutions to the challenges facing residents and the community as a whole.

To ensure a representative group of residents would participate in the process, Focus Maui Nui led a concerted outreach effort. More than 50 volunteers, including elected state and local leaders, conducted a *countywide door-to-door canvassing campaign*, disseminating information about the project. Fliers were inserted in 30,000 water bills, and extensive news media coverage in print and broadcast outlets helped to position the process in the public eye.

Focus Maui Nui trained 15 *community-based volunteer facilitators* to lead the group sessions around the county. Additionally, 64 leaders of churches, schools, youth groups, clinics, and other nonprofit agencies were trained as co-facilitators to help run sessions with their constituents.

A total of 167 *participatory small group sessions* were held countywide, involving at least 1,639 participants (each of whom filled out a survey at the end of the session enabling us to gather demographic data about participants). Within Focus Maui Nui sessions, residents participated in discussions and activities related to Maui Nui's priorities, challenges, and shared values – all within an engaging visual and verbal format. Meetings occurred on beaches, in backyards, at residents' homes, at workplaces, in fire stations and in many other venues in each planning district and on each of our county's three populated islands. The process successfully engaged *populations representative of all of Maui Nui*, with 17% of the total number of sessions being held in Lāna'i, Moloka'i and Hāna.

To give voice to those who are rarely heard from in public formats, the process recruited the *participation of under-represented groups and those not traditionally engaged in civic decisionmaking*. This active outreach ensured the participation and engagement of the homeless, at-risk youth, seniors, Head Start parents, and ethnic and language minorities such as Tongans and Hispanics.

Because of the focus on the future, Focus Maui Nui ensured the involvement of more than 120 youth in 16 youth-focused sessions (or 10% of the total sessions). The *opinions of young people* were gathered from all communities, including Lāna'i, Moloka'i, and Hāna.

Group sessions and the individual surveys yielded tens of thousands of data points, which were compiled and sent to an outside research consultant for analysis. The final results have been prepared for dissemination to the community as a collective documentation of the community's values, priorities, and recommendations for a "vision" of Maui Nui. These findings are intended to be shared with the larger community, including the media, government, businesses, and residents and to be incorporated into the county's General Plan and Comprehensive Economic Development Strategy.

OVERVIEW OF DEMOGRAPHICS OF PARTICIPANTS

Survey data reveals a cross-section of demographic groups participated in Focus Maui Nui. Participants spanned a range of ages from teenagers to senior citizens. More than half of participants were female (56% female and 44% male).

In self-reporting their ethnicity, 11.5% of participants described themselves with more than one racial or ethnic group. About 40% of participants said they were Caucasian or part Caucasian, 29.7% identified themselves as at least part Asian and almost a quarter (23.4%) identified themselves as at least part Hawaiian/Pacific Islander. [This appears to be roughly proportionate to U.S. Census findings, which show racial identification as “alone or in combination”: 48.9% of county residents are Caucasian, 47.7% are Asian, and 25.7% are Hawaiian/Pacific Islander.]

About 87% of participants lived on the island of Maui, and nearly 8% were from Moloka‘i and 6% from Lāna‘i. [This reflects a higher percentage from Moloka‘i and Lāna‘i than the U.S. Census 2000 shows. Census data: 92% of county residents live on Maui; 6% on Moloka‘i; 2% on Lāna‘i.] Almost one quarter of Focus Maui Nui participants (24%) were residents of Wailuku-Kahului, compared to 18% from Makawao-Pukalani-Kula and 18% from Kihei-Wailea-Makena. Ten percent of participants were from Haiku-Paia, 9% were from Napili-Kaanapali-Lahaina, 8% from Moloka‘i, 7% from Hāna, and 6% from Lāna‘i. More than half of all participants had lived in Maui County for more than 20 years, including 16% of all participants who identified themselves as lifetime residents.

Focus Maui Nui participation included a significant portion of residents (36%) who do not regularly participate in public forums or attend public meetings and nearly a third (30%) who admitted to not voting in recent elections.

Nine out of 10 participants said they believed that participation in Focus Maui Nui and its results could make a difference for the future of the county.

IDENTIFICATION OF COUNTY ASSETS AND CHALLENGES

When asked in the survey, which concluded each session, what makes Maui County unique, participants identified a number of local assets. Among the most popular answers were *Maui's natural beauty, aloha spirit, great people, cultural and ethnic diversity, climate (quality and mix), community (friendly, safe), small town rural feel, and love of 'āina*. Other assets mentioned by participants included *Maui's relaxed pace and lifestyle, worldwide appeal, unique biological diversity, and Maui nō ka 'oi*.

Some participants were more detailed in their comments:

- *"Advantage of hindsight in observing other Hawaiian counties' and islands' development as we chart and navigate the best course for Maui's growth."*
- *"Maui County is so innovative in some areas but archaic in others."*
- *"We have a lot of 'transplants' that adopt the aloha spirit & want to keep Hawai'i the Aloha State"*
- *"Great potential for being the renewable energy capital of the world."*

When asked to note the greatest challenges facing Maui County, the most frequently identified issues revolved around growth: *over population, over development and rampant growth*. Many described in detail problems related to growth pressures: *infrastructure problems (water, energy, traffic, transit), social services, health services, education and political will necessary to control growth*. Over and over again participants described the challenge and also the need to address these issues with a sense of *balance*, specifically the need to find balance between permitted growth and the preservation of natural environment, culture, local identity and quality of life.

Other challenges identified by participants were *recycling (the need to develop and support it), taxes (the need to increase and the desire to decrease), providing services for seniors and protecting native species*. Some detailed specific challenges included:

- *"Political voices are often loud, which is not the Hawaiian way. The Hawaiian voice is softer and speaks for the good and fairness for all, not for only some."*
- *"Imbalance... we swing from extremes rather than pursuing a steady consistent path."*

- *“Parents are forced to work three jobs just to survive. The disparity between the wealthy and the poor is greater now than ever.”*
- *“Honoring the past and preserving the past while facing the dynamics of the future.”*

There was no recognizable pattern of differences between what participants on Lāna‘i and Moloka‘i identified as Maui’s unique qualities and what participants on Maui identified. But the challenges described by participants on Lāna‘i and Moloka‘i that contrasted the most from those articulated on Maui focused on a sense of not having a *political voice*. These participants displayed a strong notion of living on the periphery from the decisionmakers and not having their unique needs taken into consideration in county decisionmaking.

PRIORITIES

Participants were provided with a series of 21 issues identified in past planning efforts as areas of need in Maui County. To arrive at this list, Focus Maui Nui presented the issues that surfaced during six prior efforts over the past decade including:

- *Decisions Maui* (and *Decisions Lāna‘i* and *Decisions Moloka‘i*), a community-wide planning effort embarked upon in 1990, which arrived at seven core community values and ten priorities for action;
- *Maui County’s 1990 General Plan*, which arrived at five major themes to guide the county;
- *County of Maui Benchmark Study* in 2002, a household survey of residents countywide which arrived at seven top concerns for the county and local families;
- *Maui County Vision for Smart Growth*, conducted by the Smart Growth Advisory Committee in 2001, which arrived at twelve guiding principles to help achieve the smart growth vision;
- *Maui Tomorrow’s 2020 Vision*, formulated by members of Maui Tomorrow for input from Maui residents in 2003; it included four bullet points with multiple strategies for action;
- *Youth Vision*, a future plan by young people countywide in 2001, which presented the four most important issues facing each community in Maui County.

Asked to prioritize these 21 needs that had been identified in earlier processes or to identify additional issues to be addressed, Focus Maui Nui participants validated that many of the themes

mentioned in the past as needing improvement continue to be of concern to local residents. Some areas – such as water security – had grown more pressing since the planning processes of the past (such as 1990's Decisions Maui) and some – such as education – had not been included in more specific processes (such as the smart growth vision).

On all three islands, the issue identified, during this first Focus Maui Nui exercise, by the largest number of participants as a top priority to be addressed in the county was the need to *strengthen and improve education, kindergarten through college, for all students.*

The second priority countywide and on Moloka'i (though not on Lāna'i) was to *preserve the islands' natural environment – open space, coastal reefs, parks, and other resources by managing growth and planning effectively.*

After these top two priorities, significant numbers of residents countywide also mentioned the following issues as priorities for the county (listed in order of frequency):

- *Make housing accessible by providing affordable alternatives to all families.*
- *Take action to assure an adequate water supply to provide quality fresh water for our population today and in the future.*
- *Improve transportation by working to reduce traffic, improve roads, and/or adopt public transportation.*
- *Strengthen the economy by diversifying the economic base and taking steps to address the high cost of living.*
- *Preserve and promote local cultures, traditions, and the arts to share Maui County's history and innovations.*

In Moloka'i, the top priorities, after improving education and preserving the environment, were:

- *Create jobs to provide more and better career options for local residents.*
- *Address substance abuse and ensure safety through programs that reduce drug use and alcoholism and promote strong communities.*
- *Preserve and promote local cultures, traditions, and the arts to share Maui County's history and innovations.*
- *Strengthen the economy by diversifying our economic base and taking steps to address the high cost of living.*

In Lānaʻi, the top priorities, after improving education, were:

- *Provide better services for youth and children, such as after-school programs, early education, and teen pregnancy prevention.*
- *Address substance abuse and ensure safety through programs that reduce drug use and alcoholism and promote strong communities.*
- *Promote residents' health and take steps to ensure all have access to healthcare.*
- *Preserve the islands' natural environment – open space, coastal reefs, parks, and other resources by managing growth and planning effectively.*
- *Take action to assure an adequate water supply to provide quality fresh water for our population today and in the future.*

On all islands participants wrote in additional suggestions for countywide priorities. Among the most commonly identified write-in issues were *adopting recycling programs* and *making Maui a "model" of sustainable living*.

While Focus Maui Nui began its sessions with an exercise that asked participants to prioritize concerns and issues, the purpose of the sessions was to get beyond priorities into both values and tradeoffs – to understand what the community thought about what was possible and to encourage the sharing and development of new and innovative thoughts about how to proceed to accomplish the goals being conceived.

BALANCING COMPETING NEEDS

Recognizing areas of overlap between some of the priorities they identified, participants were asked to note areas of need that could be grouped together. In general six distinct categories emerged: *economic, environmental, human service-related, educational, cultural, political,* and *infrastructure-related*. All islands found these to be broad categories of need in their communities.

While validating each of these categories as important, participants also noted that some of these areas of need competed with others for resources and attention. In such cases, the participants recommended planning and decisionmaking with a balanced approach that takes as many categories as possible into consideration without forsaking other needs. Participants also were able to identify what they saw as the boundaries not to be crossed in pursuit of a solitary goal in any one area.

For example, participants said that if they must choose between areas of need or make “tradeoffs,” the majority believed that preservation of natural resources, the islands’ local identity, and cultural assets must be considered before improvements to the infrastructure or even steps to strengthen the economy. (There was some limited dissent among some groups that efforts to protect the environment should not stall the reverse: economic development and improvements to infrastructure.)

Most participants expressed a sense that the local quality of life and Maui Nui’s cultural traditions and identity are more closely tied to the islands’ environmental assets than to their economic conditions. Many affirmed a belief that there are not necessarily conflicts between preserving local quality of life and identity and preserving the environment or addressing other human needs. Among many participants there was the perception that there could be potential conflicts between building the economy and these goals, however, participants also acknowledged that economic development could be a priority that supported both environmental preservation and the local culture.

While a handful of participants felt that education and preserving the environment were worth improving “at any cost,” the vast majority continued to state that despite the paramount importance of these two goals, these needs must be balanced with other competing needs. They articulated a hope that more balance could exist in decisionmaking, and they supported the notion

that many issues could be addressed simultaneously by developing strategies that take into consideration competing needs.

Residents' feelings about taxation to address any of their identified concerns is unclear from the data, though some expressed reluctance to see taxes increased as a trade-off for having any specific needs addressed.

In general, the priorities identified as "essential" were the same among residents of Maui, Moloka'i and Lāna'i, but differences emerged with regard to perceived needs on each island. Moloka'i and Lāna'i participants felt that preserving the environment as well as local quality of life, rural identity and culture should not be sacrificed for efforts to strengthen the economy. However, both Moloka'i and Lāna'i displayed less openness toward potential tax increases than Maui Nui in the aggregate in their action to meeting their goals. More frequently than not, sessions on Moloka'i and Lāna'i indicated that though improving education was essential, it should not require raising taxes. Needs in the area of health and social services were highlighted more frequently in Moloka'i sessions than in those on Lāna'i or Maui. Lāna'i sessions voiced greater need for infrastructure improvement, specifically inter-island transportation, than Focus Maui Nui sessions elsewhere.

RECOMMENDED STRATEGIES FOR ACTION

1. Improving Education

Most participants recommended that Maui Nui take immediate steps to ensure its schools are performing well and that young people are being prepared for the challenges ahead. Some groups suggested that these changes may best be facilitated by local control over the schools. Concrete suggestions for improving education included building more schools, increasing teachers' pay, and improving school facilities. Many sessions encouraged more community involvement in the schools from families and businesses. The suggestion was made many times that there should be more opportunities for youth to do internships and apprenticeships with local businesses. Some sessions specified needed curriculum: local culture and traditions, fine arts, environmental science. In a variety of ways, some sessions addressed the issue of funding education: increasing property tax, creating a lottery, and legalizing gambling. Some sessions recommended ways of encouraging local residents to become teachers by offering scholarships and by providing the opportunity to earn university degrees in the county. While K-12 reform was of utmost importance when discussing education, participants noted it is also essential to have a public university with strong academic programs, particularly in areas logical for research and job creation in Maui Nui. Many sessions advocated areas of specialized research that would align with targeted economic development strategies, such as: alternative energy, organic farming, oceanic studies, health sciences.

2. Protecting the Natural Environment

An overwhelming majority of Focus Maui Nui participants expressed their concern for preserving what they see as Maui's greatest asset: its natural beauty. Many participants believed that residents, industry, and visitors need to be educated about their specific role in preserving resources and, as necessary, provided with laws and incentives that will help conserve water, the land, and other natural resources. Many participants felt environmentally conscious practices by businesses and individuals should be rewarded to encourage the use of alternative energy resources; the expansion and diversification of agriculture to allow for more locally grown food; the protection of native species; and responsible transportation alternatives.

3. Addressing Infrastructure Challenges, especially Transportation and Housing

Nearly all participants felt the need for new roads and other transportation infrastructure efforts should be sensitive to the natural environment. In lieu of the construction of large highways or sprawl, participants recommended that the county adhere to community planning principles that are forward-thinking and aligned with the reality of how local people live. Many sessions suggested development of public transportation modes that encompassed the needs of both visitors and locals. Several groups expressed interest in neighborhood planning to enable people to live near work places. Establishing a recycling program was cited by many sessions as an urgent need and some proposed it be considered a possible economic stimulus for the county. While a small number of groups wanted to halt all development and growth on the islands, and a distinct few wanted to eliminate all regulation of development, the vast majority of participants saw a need to work with developers to ensure that what is being built is both sensitive to environmental needs and well aligned with the unmet needs of people living on the islands. There was a widely held opinion that greater compromise was possible between government and developers, so that development processes could be simplified for projects that construct affordable housing, schools, clinics, and parks on sites identified by local communities as appropriate. Many sessions recommended new building regulations, such as requiring solar power, that reduce the environmental impact of new development. There was strong support for development incentives for projects that meet the needs of local people and disincentives for planning projects focused on attracting wealthy (part-time) newcomers to the islands. There was a sense of frustration among many sessions participants that existing laws pertaining to responsible development were not being adhered to by developers or enforced by government authorities.

4. Strengthening the Economy

Many groups felt Maui Nui should position itself as a model for “sustainable” living, in terms of both economic development and environmental decisionmaking. Several groups recommended opportunities to invite “clean” businesses to make a historic mark by helping to create jobs and build the economy in ways that limit harm to Maui’s delicate ecosystem and align with local values. Such a move would capitalize on local natural assets and on the world’s growing interest in ecology and native cultures. Most suggestions focused on cultural and ecological tourism; health tourism; research and development around alternative energy; support for small and locally owned businesses; oceanic research; agriculture (particularly diversified and organic agriculture); aquaculture; high tech; and other environmentally clean

areas of focus as areas for both economic and academic focus.

5. Preserving Local Culture and Traditions; Addressing Human Needs

Focus Maui Nui participants displayed a strongly felt value for community and cultural heritage. Sessions offered a wide array of actions aimed at nurturing the quality of community stressing inclusivity, community involvement, fairness (equality under law, share of tax burden), accountability (among leaders, residents, developers) and family support. A great number of participants made recommendations that local culture and traditions be infused into the society, from schools to workplaces. Communities were advised to adhere to native traditions of respect, community, and *aloha*, as doing so was perceived to be a factor in helping the county meet the needs of residents. Education about traditional values was widely recommended. Many participants recommended the continuation and expansion of programs for substance abuse treatment and rehabilitation, job creation, youth development, law enforcement, population control, and health care – all seen as factors related to the local quality of life. Several groups acknowledged the role of groups (nonprofit organizations, churches, and community-based organizations) in meeting social service programming needs. Some sessions voiced the need to ensure recreational opportunities for both locals and visitors by providing public access to beaches, annual sports and recreation attractions and others suggested making Maui a “recreation destination.” A great many sessions called for increased community involvement to address local issues, believing that local involvement and a close look at the existing tax structure, schools, healthcare, and human services could be improved without significantly increasing the tax burden of local residents.

Recommended Actions specifically related to Moloka’i and Lāna’i

Both Moloka’i and Lāna’i participants proposed more vocational training opportunities for youth and greater support for local teachers. Regarding economic development, Lāna’i residents wanted to encourage small business while Moloka’i sessions more frequently stressed the need to connect economic development with environmental preservation. Lāna’i stressed need for youth services and inter-island transportation while Moloka’i stressed the need for better health and substance abuse services. Moloka’i sessions repeatedly expressed concern for maintaining cultural values. Lāna’i and Moloka’i participants suggested action on the part of individuals to be kinder and more tolerant with one another in order to better their communities.

DELINEATION OF RESPONSIBILITIES

Participants overwhelmingly recommended that everyone – residents, government, businesses, educators, the media, etc. – needed to play a role in building a better future for Maui Nui. The importance of ongoing dialogue, civic engagement, and shared commitment to Maui’s future were mentioned repeatedly by participants.

Participants identified that *government (and public officials)* should enact a vision that would respond to the needs of the whole community (rather than to special interests). Also government should communicate openly and continually with residents and strive for immediate action in a balanced, logical way to advance the Focus Maui Nui vision.

The *role of residents* themselves, as identified by participants, would be to become educated about local needs and involved in the community. Residents were urged to vote; to conserve natural resources; to look out for the interest of children and young people; and to be part of local solutions by volunteering time and resources to help advance this vision.

Participants noted that *businesses* should engage with the community, communicating with residents and working to create mutually agreeable, sustainable economic development.

Participants identified the *media* as playing a critical part in disseminating messages about the community’s hopes for the future and then monitoring emerging needs and the progress on the Focus Maui Nui vision on an ongoing basis.

Educators were seen as playing a critical role because of their ability to articulate what local schools and students need. They also could help the larger community reach young people with key messages about what is needed in the future, teaching civics, promoting cultural values and passing on core messages to youth. Positive examples and role models in schools were seen as contributing to alternatives to substance abuse for youth.

The *role of nonprofit organizations* was described as finding opportunities to collaborate to ensure a streamlined and concerted effort to meet community needs.

Developers were seen as playing a critical role in conceiving projects that match local needs (better than some projects in the past have) and asked to bring balance to their projects: to work to build what's needed most: affordable housing. In addition to housing, developers could help the community address challenges in schools, hospitals, parks, and other community needs.

Participants felt that *visitors* needed to be made aware of local goals in order to respect precious resources and traditions, ensuring that future visitors can continue to enjoy the islands.

Finally, participants passionately stated that *children and youth* are the future of the county, responsible for carrying forward local traditions, protecting and honoring natural assets, taking action to help their communities, and passing core values on to future generations.

Both Lānaʻi and Molokaʻi asked decisionmakers to hear their unique needs. Messages from Lānaʻi called for government, business and community members to support school sports. Molokaʻi's messages stressed commitment to environmental and cultural preservation and called for concerted effort by all to form common ground in addressing community needs.

DECISIONS MAUI AND FOCUS MAUI NUI: AN OVERVIEW OF SIMILARITIES AND DIFFERENCES

In 1988, a group of residents convened to lead a countywide visioning process called Decisions Maui. The process involved a series of grassroots community meetings throughout the county over several years to develop a set of prioritized issues and key strategies for dealing with them. The effort also came up with a set of guiding principles – “core community values” – that every “good” Maui citizen should care about. Complementary processes were carried out on Lāna‘i and Moloka‘i. The parallels between this process and Focus Maui Nui are evident.

In the more than decade since Decisions Maui, many of the core community values remain relevant to modern residents. Focus Maui Nui participants repeatedly expressed sentiments closely parallel to the following Decisions Maui core community values (indicated in italics):

- *Preserving, enhancing, and maintaining the physical and natural environment of these islands as an open place, a place of spirituality, beauty, sustenance, and nurturance.* This value is closely aligned with much of the language participants in Focus Maui Nui used to describe their interest in protecting the environment, however Focus Maui Nui groups were more likely to add specific concerns about conserving water and energy.
- *Fostering and expressing a common concern for each other and a shared respect for the different cultural values that are present here.* This idea was closely mirrored in the Focus Maui Nui discussions of the importance of meeting human needs and maintaining local traditions, culture, and *aloha*. Focus Maui Nui groups specified the importance especially of helping and guiding children and youth.
- *Establishing and maintaining broad and equal opportunities for meaningful political participation, so that Maui citizens can effectively control the future through a trustworthy political process.* This value was mentioned repeatedly by Focus Maui Nui participants who specified that better communication was needed between government and residents and frequently added that Maui Nui residents themselves should rise to the challenge of participating in their communities more fully than in the past.

- *Properly balancing future development, population, and infrastructure (roads, social services, schools, recreational facilities, sewage treatment facilities, healthcare resources, etc.)* “Balance” was another key value emphasized by Focus Maui Nui participants, who pointed to the importance of trying to do as much as possible to reach reasoned compromises between needs.
- *Promoting stable, enduring economic development, providing a diversity of satisfying jobs, and a quality standard of living.* These issues remained central to participants in Focus Maui Nui, who provided a number of tangible suggestions for how this may be achieved while balancing competing demands.
- *Strengthening our families and providing a safe and rich environment for our children.* Focus Maui Nui participants talked not only about strong families but about the importance of strong communities. They specified the importance of educational opportunities, in particular, for children and, in terms of safety, most frequently pointed to the need to address what they perceive to be a growing substance abuse epidemic.
- *Maintaining a connection to the rest of the world through education, cultural activities, and openness.* This value appears to be less obviously reflected in the data from Focus Maui Nui than were the prior values, though many participants noted the importance of celebrating local cultural differences and embracing diversity as an asset of the community.

CONCLUSIONS

Overwhelmingly, participants in Focus Maui Nui expressed a sense of optimism that the islands could become a model for clean, sustainable living and a place where every child could grow to lead a successful and productive life amongst family on the islands.

By bringing into balance the needs of the land and its people and involving the entire community in the achievement of a shared vision, participants believed the opportunity exists to protect treasured natural and cultural assets, while also investing in the best potential of Maui Nui.

Participants felt these goals would require a countywide commitment to strong communities where people help one another; to being good stewards of the environment; to continued respect for diversity; to empowering local people; to honoring cultural traditions; to working toward local self-sufficiency; to making wise and balanced decisions; to attempting thoughtful, island-appropriate innovation; and to being consistently conscious of future generations.

A VISION FOR MAUI NUI

Maui Nui will be an innovative model of sustainable island living and a place where every child can grow to reach his or her potential.

The needs of each individual, the needs of our natural and cultural assets, and the needs of the whole community will be brought into balance to reflect the extremely high value we place on both the land and its people.

The education and well-being of young people will be fostered to ensure that those born on these islands can, if they choose, spend their whole lives here – raising children, owning homes, enjoying rewarding jobs, and taking advantage of opportunities to contribute to this community and to be good stewards of our local treasures.

Maui Nui will be a leader in the creation of responsible, self-sufficient communities and environmentally sound economic development.

That which makes Maui Nui unique in the world will be preserved, celebrated, and protected for generations to come.

CORE VALUES

To accomplish our vision our islands must foster and respect the spirit of *aloha*, consider the generations of Maui Nui, yet-to-be, and be true to our core values:

- Stewardship of natural and cultural resources
- Compassion and understanding
- Respect for diversity
- Engagement and empowerment of local people
- Honoring cultural traditions and history
- Consideration of the needs of future generations
- Commitment to local self-sufficiency
- Wisdom and balance in decision-making
- Thoughtful, island-appropriate innovation

KEY STRATEGIES FOR ACTION

Focus Maui Nui participants were thoughtful and innovative in how they formulated **strategies for action...** resulting in a series of integrated strategies that can shape the future we envision.

- 1** To foster the development of young people, to create more economic options down the road, and to strengthen the ability of local residents to take control over the islands' future, the first priority is to **improve education**. Maui Nui must ensure its schools are performing and that young people are being well prepared for the challenges ahead. While the creation of the infrastructure and innovation to bring about K-12 reform is of the utmost importance, it is also essential to have a public university with strong academic programs, particularly in areas logical for research and job creation in Maui Nui.
- 2** To ensure that precious resources exist for future generations, to preserve the beauty that brings visitors to our islands, and to maintain the distinct rural identity and traditions of Maui Nui, the second priority is to **protect the natural environment** through carefully managed, thoughtful development and other means, including special attention to **addressing water needs**. Residents, industry, and visitors – all of us – must be educated about their role in preserving resources and, as necessary, provided with laws and incentives that will help them conserve water and the land, as well as other natural resources. By rewarding environmentally conscious practices by businesses and individuals, Maui Nui can support efforts to move toward a sustainable water supply, as well as efforts to adopt alternative energy resources, to expand and diversify locally grown food, to protect native species, and to promote responsible transportation alternatives.
- 3** To maintain the quality of life on our islands and to ensure local residents have the chance to own their own homes and to travel safely, the next priority is to **address infrastructure challenges, particularly housing and transportation**. Efforts to tackle these challenges should take into account the realities of local people's needs and should maintain a sensitivity to the natural environment. Maui Nui should adhere to community planning principles that are forward-thinking and that put the needs of residents first.
- 4** To supply rewarding and quality jobs for local people, to broaden the tax base, and to provide Maui Nui with financial resources to accomplish its other goals, a fourth priority is to **adopt targeted economic development strategies**. We believe Maui Nui can create jobs and strengthen the economy in ways that limit harm to our delicate ecosystem and that capitalize on our local assets and the world's growing interest in ecology and sustainability. Cultural and ecological tourism; research and development around alternative energy; support for small and locally-owned businesses; oceanic research; agriculture (particularly diversified and organic agriculture); aquaculture; high tech; and other environmentally clean areas of focus are recommended are recommended, as is the creation of learning and research institutes that can support the community's interest in sustainability and cultural traditions.
- 5** To pass on our history and culture to future generations and to ensure a healthy community in years ahead, Maui Nui must take steps to **preserve local culture and traditions** and to **address human needs**, particularly the epidemic of substance abuse that threatens too many of our young people. Our communities must adhere to native traditions of respect, community, and *aloha* and must care for their people, working to ensure all residents have opportunities to succeed and to recognize alternatives to drugs and alcohol. Substance abuse treatment and rehabilitation, job creation, youth development, law enforcement, population control, and health care are all factors in the quality of life in local communities and in whether we will be able to maintain our distinctive identity as residents of Maui Nui. All residents will play a role in addressing these issues and in protecting our culture and people from harm.

MESSAGES AND EXPECTATIONS

Recognizing the challenges that lie ahead, we affirm the roles of all parties in our community in helping realize our vision, in upholding our core values, and in implementing the identified strategies for action. Embracing our unique cultural and natural assets, everyone in Maui Nui must be empowered to be stewards of our precious islands – to create neighborhoods, jobs, laws, and services in the local tradition of shared responsibility to those now living and to those yet to be.

All sessions chose to create messages to government and public officials; almost all sessions developed messages for residents (the community) and business. A large number of sessions drafted messages for the media and educators. Frequently, sessions sent messages to nonprofit organizations, developers, land owners, and visitors, and finally, numerous groups wrote messages to upcoming generations.

Messages to **government and public officials** focus on responding to the needs of the whole community (rather than a select vocal few); communicating openly and continually with the people; and taking action in a balanced, logical way to advance this vision without delay.

Messages for **residents** concentrate on becoming educated about and involved in the community; voting; conserving natural resources; looking out for the interest of children; and being part of the solution – volunteering time and resources to help advance this vision.

Messages for **businesses** centered on being involved in the future of the community and communicating and being engaged with the community and seeking opportunities to contribute to the islands' sustainable economic development.

Messages for **the media** focused on disseminating messages about the community's vision and monitoring continually emerging needs and the efforts of the community to create positive change.

Messages for **educators** revolve around making known the needs of local schools; helping to pass core values on to the next generation; continually seeking solutions to help young people achieve their full potential; and creating opportunities for youth to see options for their future and alternatives to substance abuse.



Messages for ***nonprofit organizations*** included being able to work with one another to ensure a streamlined and concerted effort to meet needs in the community.



Messages for ***developers*** focused on recognizing and respecting local limits and working to make projects better match local needs for housing, schools, health facilities, and open space.



Messages for ***landowners*** expressed appreciation for responsible stewardship of the land, giving back to the community, and concern about converting large parcels of land for non-agricultural use.



Messages for ***visitors*** emphasized respecting precious local resources and cultural values, so they may be there for future visitors.

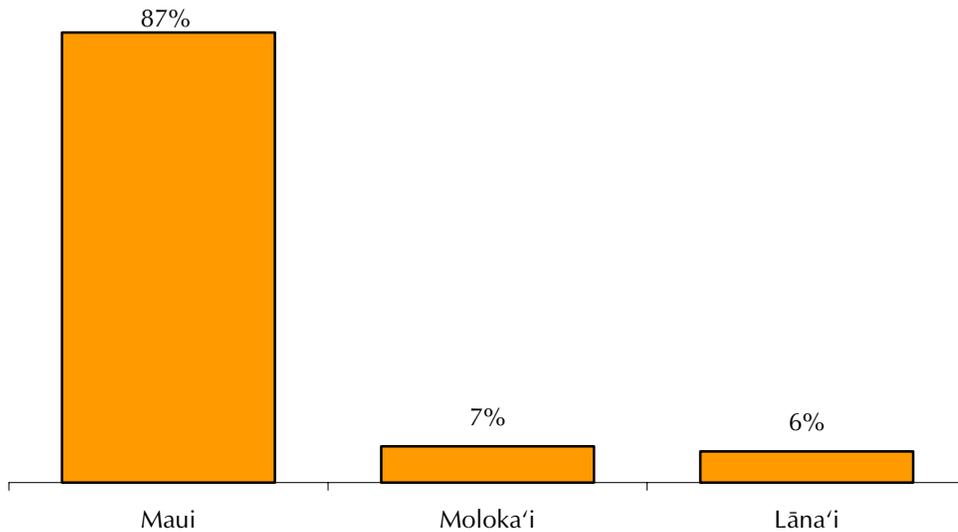


It is expected that ***young people*** will carry forward local traditions, protect and honor their land, become involved, and pass on this sense of responsibility to the next generation.

Demographics
Of
Focus Maui Nui Participants

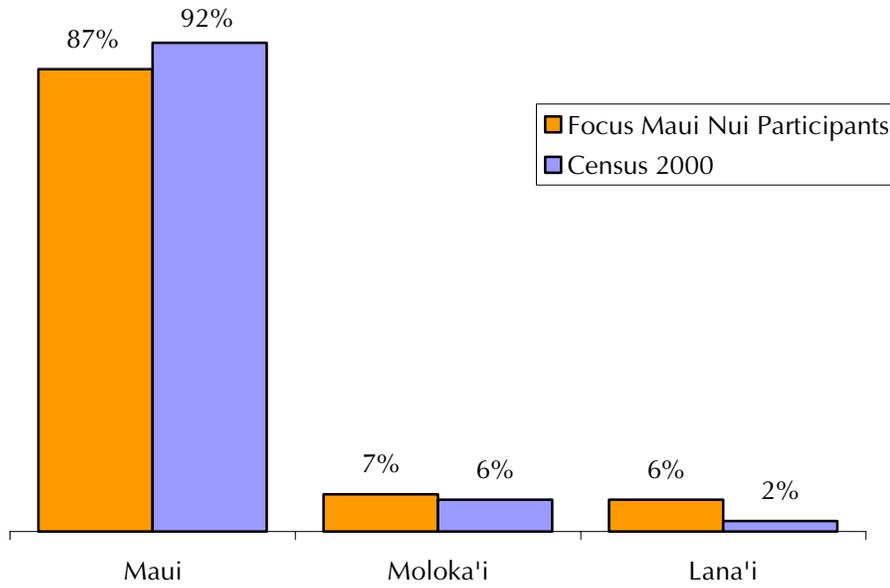
Population Distribution

Focus Maui Nui Participants

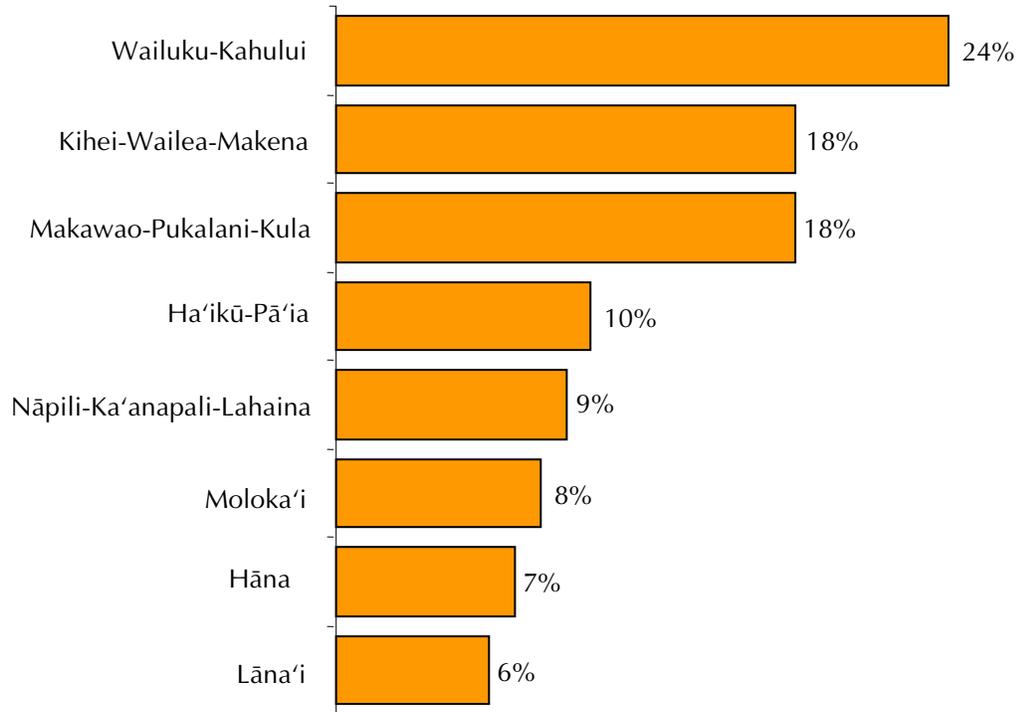


- Most Focus Maui Nui participants (87%) are residents of Maui Island.
- Seven percent (7%) are residents of Moloka'i.
- Six percent (6%) are residents of Lāna'i.
- The population distribution of Focus Maui Nui participants is close to that of the general population as defined in the Census 2000.
- Moloka'i and Lāna'i residents participated in Focus Maui Nui at a higher rate than their proportion of the general population.

Population Distribution Maui County

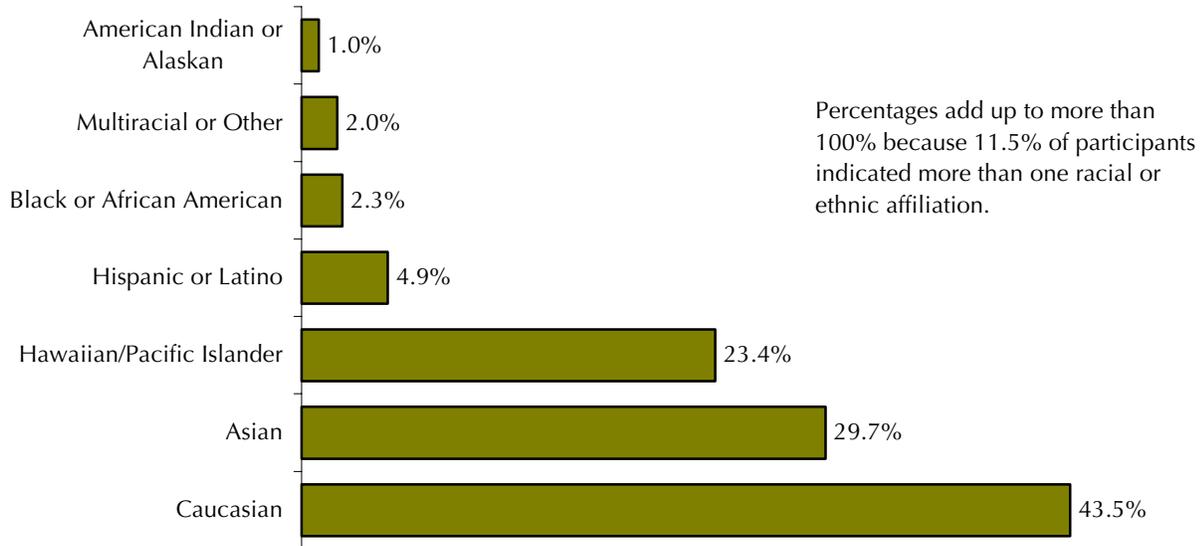


Population Distribution Focus Maui Nui Participants



- Almost one quarter of Focus Maui Nui participants (24%) reside in the Wailuku-Kahului area.
- Residents of Makawao-Pukalani-Kula and Kihei-Wailea-Mākena comprise the next largest representation of participants at 18% each.
- Ten percent (10%) of Focus Maui Nui participants are residents of Ha'ikū-Pā'ia.
- Nine percent (9%) of Focus Maui Nui participants live in Nāpili-Ka'anapali-Lahaina area.
- Moloka'i is represented by 8% of Focus Maui Nui participants.
- Seven percent (7%) of Focus Maui Nui participants live in Hāna.
- Six percent (6%) of Focus Maui Nui participants are residents of Lāna'i.

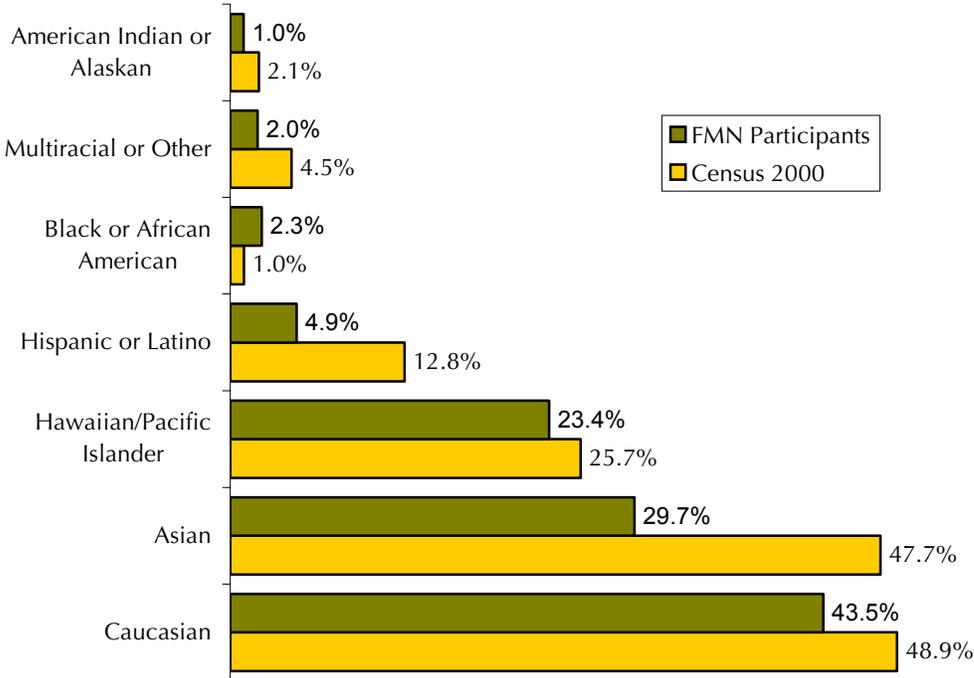
Racial and Ethnic Affiliation Focus Maui Nui Participants



Racial and ethnic affiliation was gathered through a self-defined, open-ended question in the survey conducted at the end of each Focus Maui Nui session.

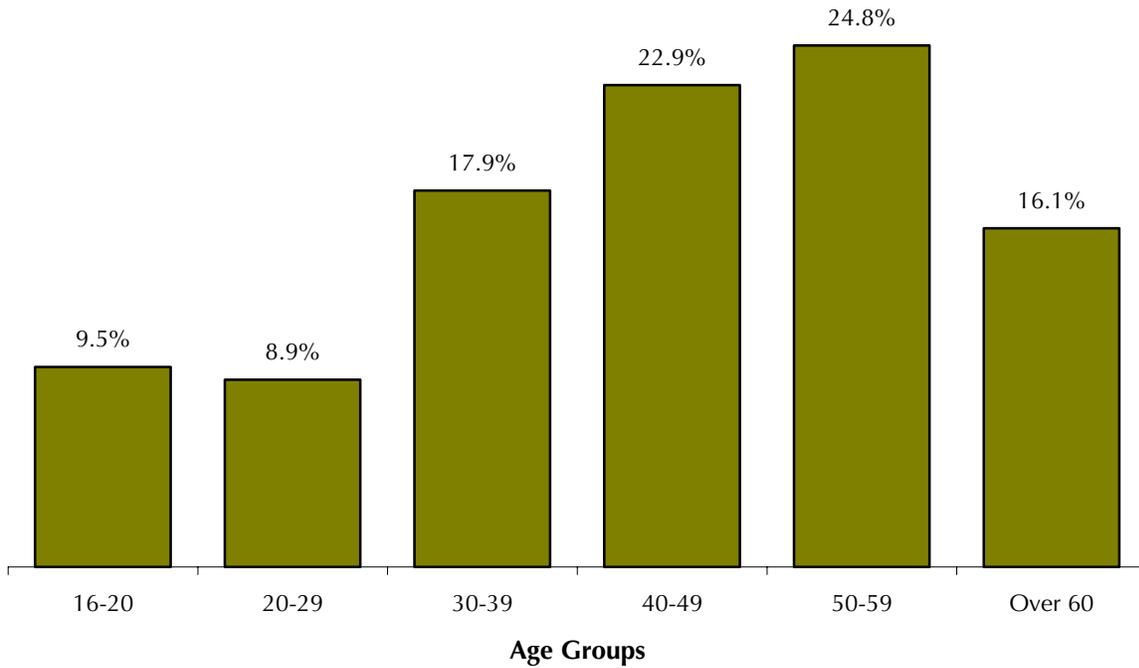
- Slightly over 40% of Focus Maui Nui participants are Caucasian. (Caucasians make up 48.9% of the county's population according to Census 2000 data.)
- Almost one quarter (23.4%) of Focus Maui Nui participants identify themselves as Hawaiian, Tongan or Pacific Islander. (Native Hawaiian/Pacific Islanders make up 25.7% of the county's population according to Census 2000 data.)
- Asian participants represent 29.7% of all Focus Maui Nui participants and include Filipino, Japanese, Chinese, Korean and other Asian residents. (Asians make up 47.7% of the county's population according to Census 2000 data.)
- Over 15% of Focus Maui Nui participants identify themselves as multiracial.
- Hispanic residents make up 4.9% of Focus Maui Nui participants.
- Black and African American residents make up 2.3% of Focus Maui Nui participants.
- American Indian or Native Alaskan makes up 1% of Focus Maui Nui participants.

Racial and Ethnic Affiliation



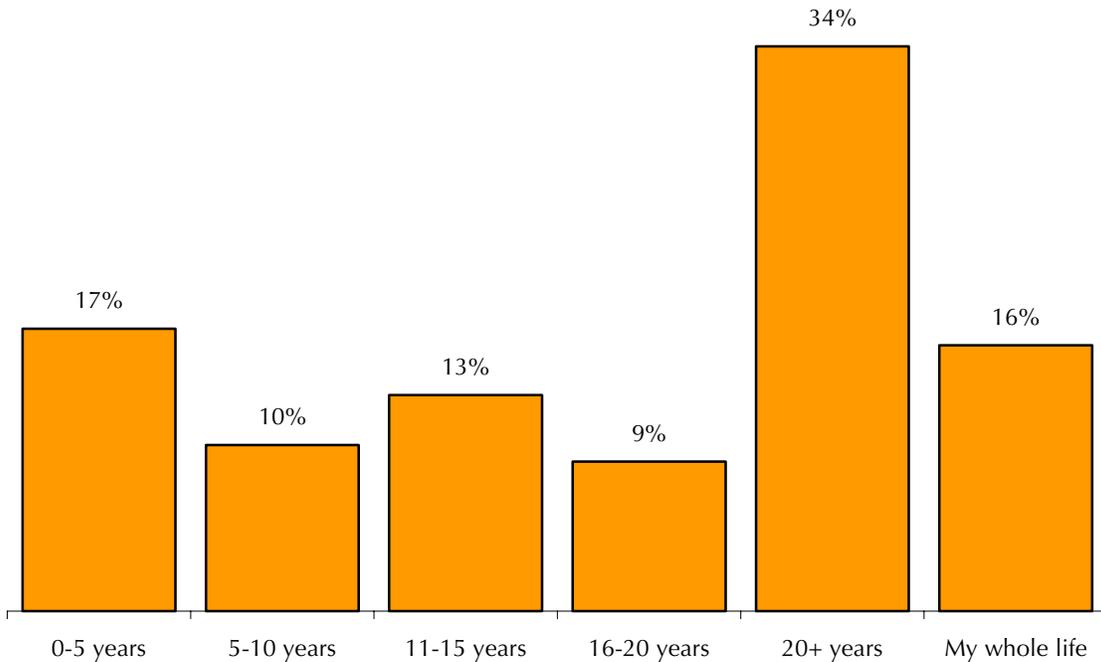
Age Distribution

Focus Maui Nui Participants



- Almost half (48%) of Focus Maui Nui participants were between the ages of 40 and 59.
- About 16% of Focus Maui Nui participants are 60 or older, which compares with 15% from Census 2000.

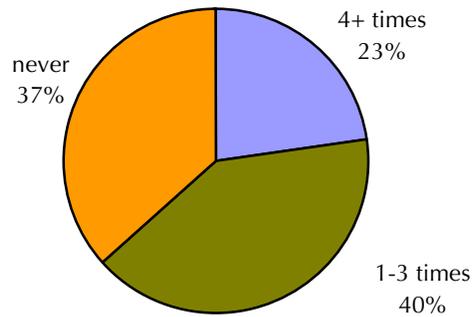
Length of Permanent Residency Focus Maui Nui Participants



- Half of Focus Maui Nui participants are long-time (more than 20 years) residents of Maui Nui. An additional 9% have lived in Maui County 16-20 years.
- Sixteen percent (16%) say they have lived in Maui Nui their whole life.
- New residents (0-5 years) make up 17% percent of Focus Maui Nui participants.

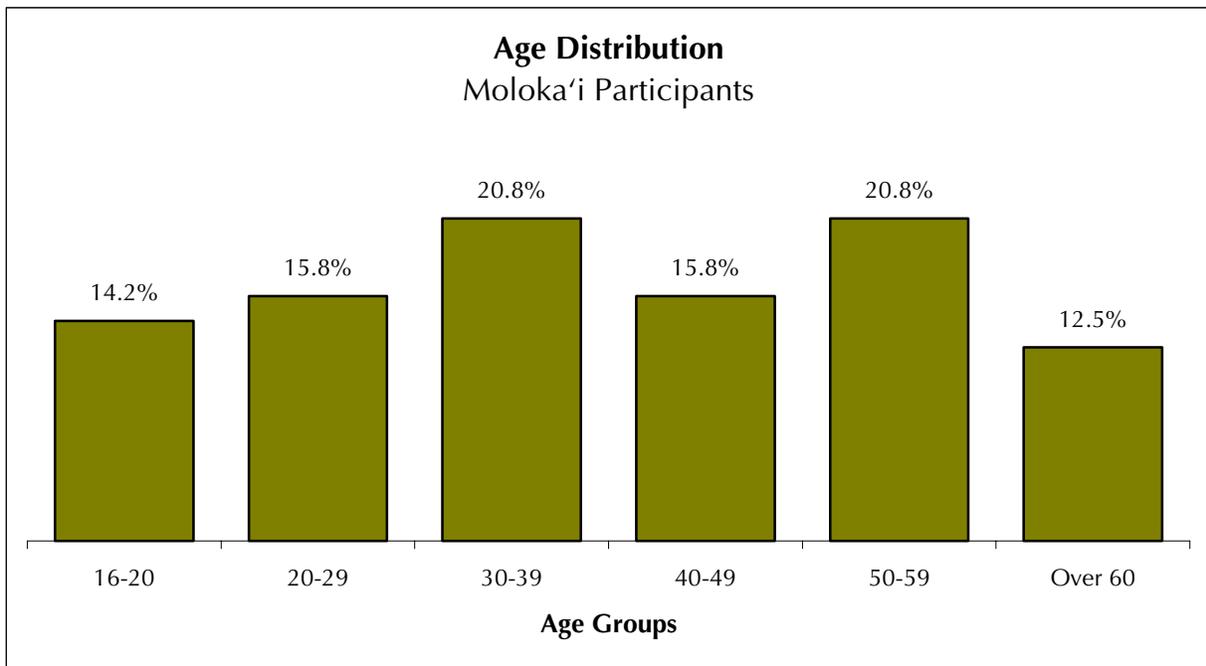
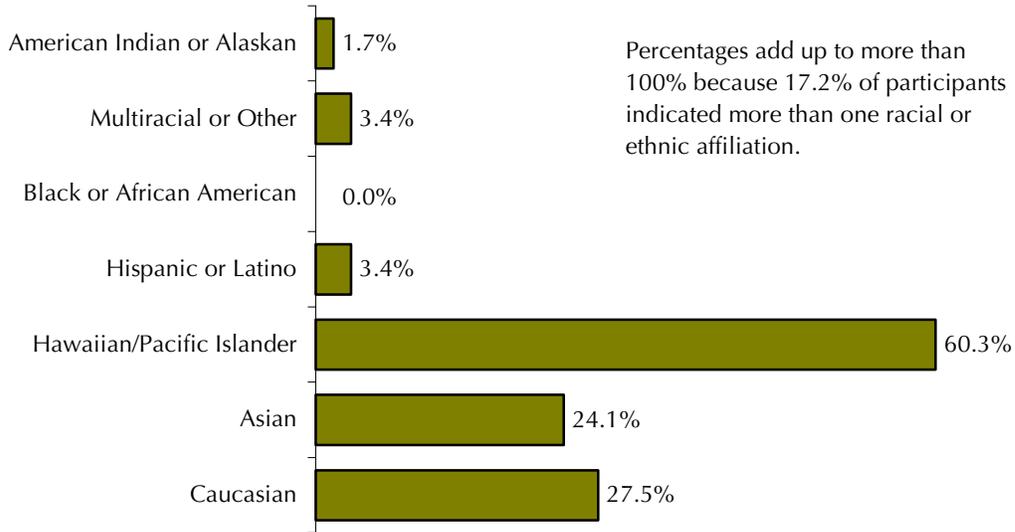
Public Meeting Attendance in Past Year

Focus Maui Nui Participants

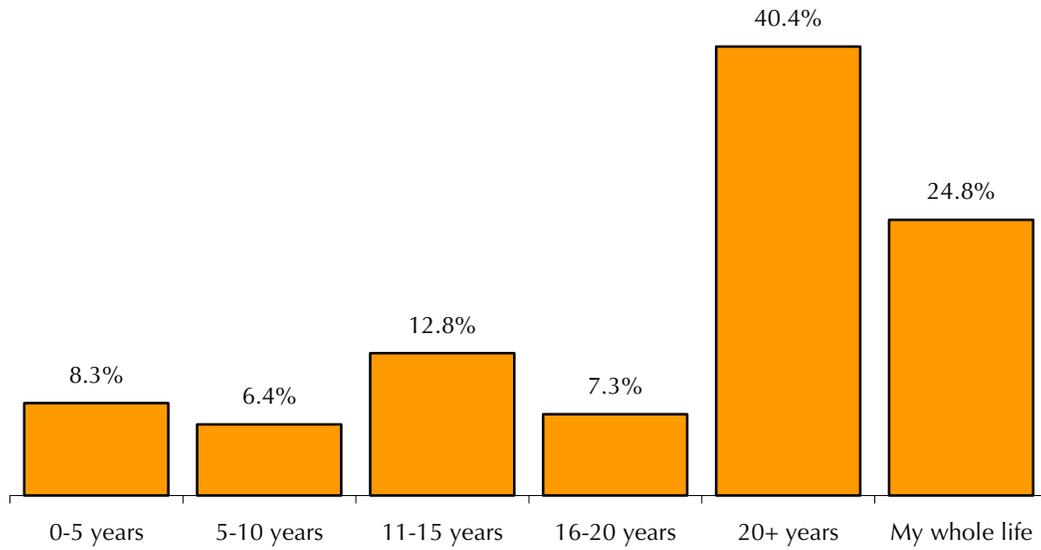


- Nearly 40% have not attended any public meeting in the past year.
- Over three-quarters of Focus Maui Nui participants do not regularly attend public meetings.

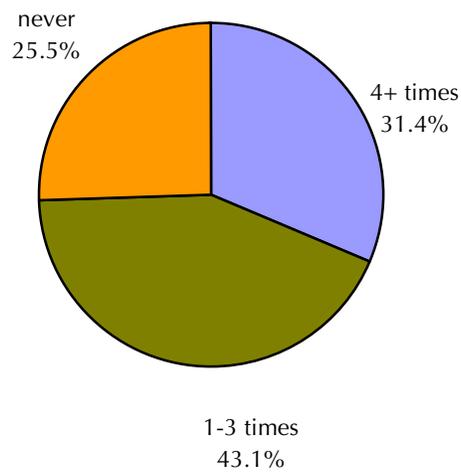
Racial and Ethnic Affiliation Moloka'i Participants



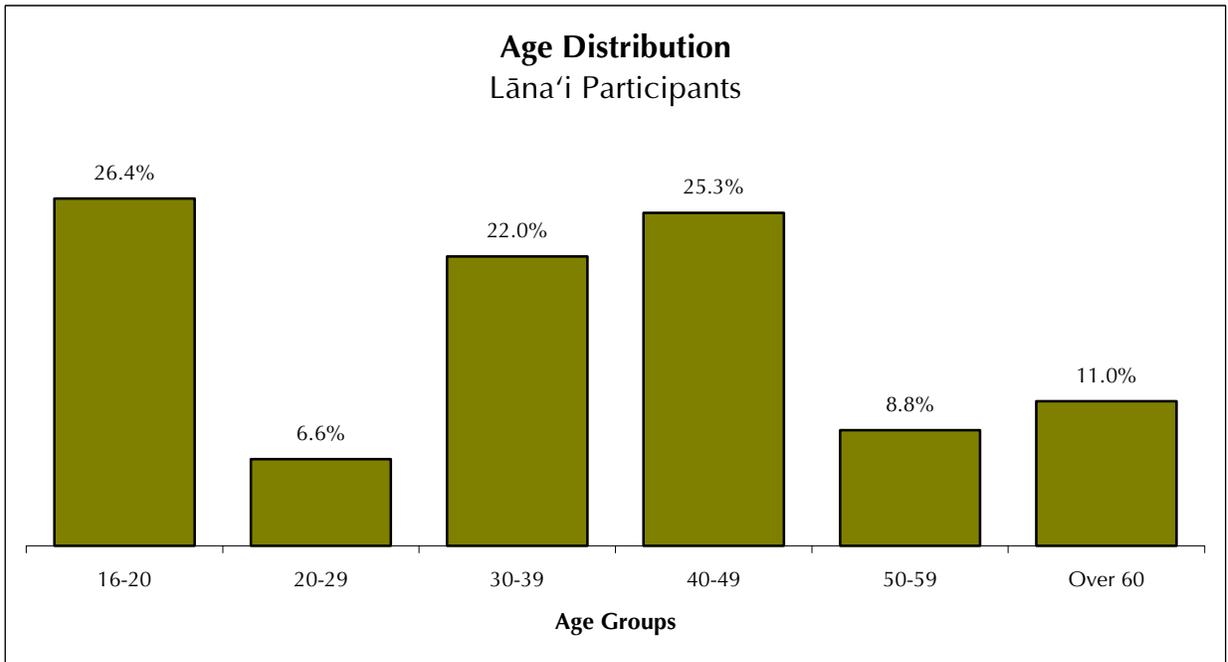
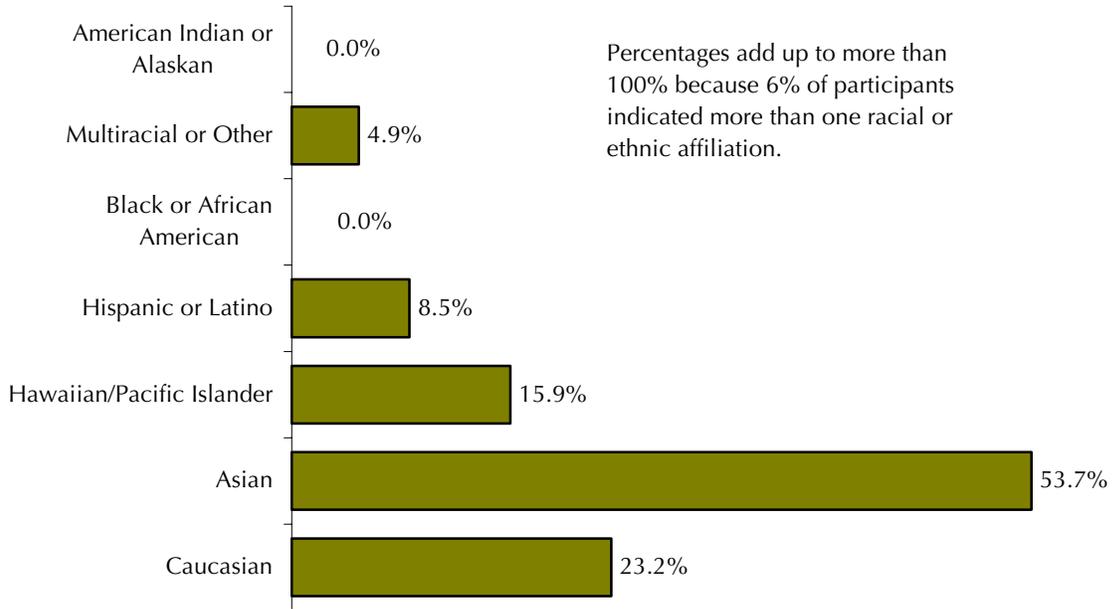
Length of Permanent Residency Moloka'i Participants



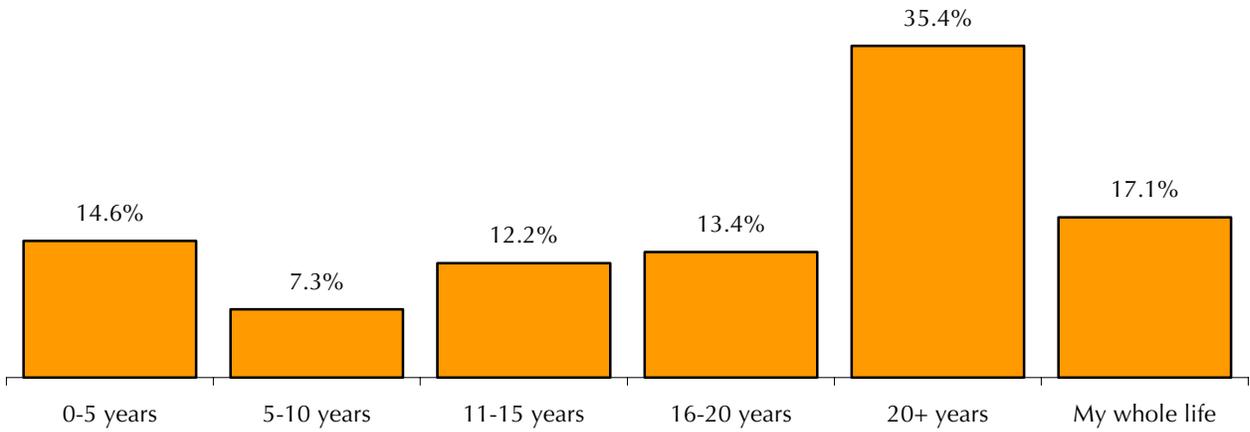
Public Meeting Attendance in Past Year Moloka'i Participants



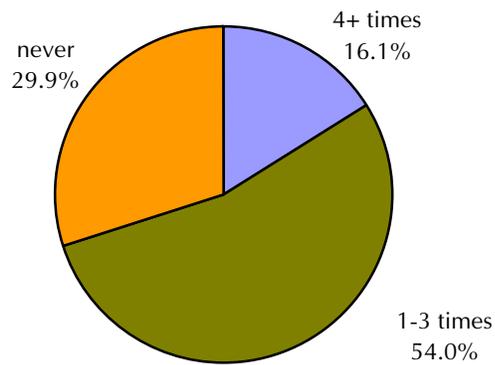
Racial and Ethnic Affiliation Lānaʻi Participants



Length of Permanent Residency Lānaʻi Participants



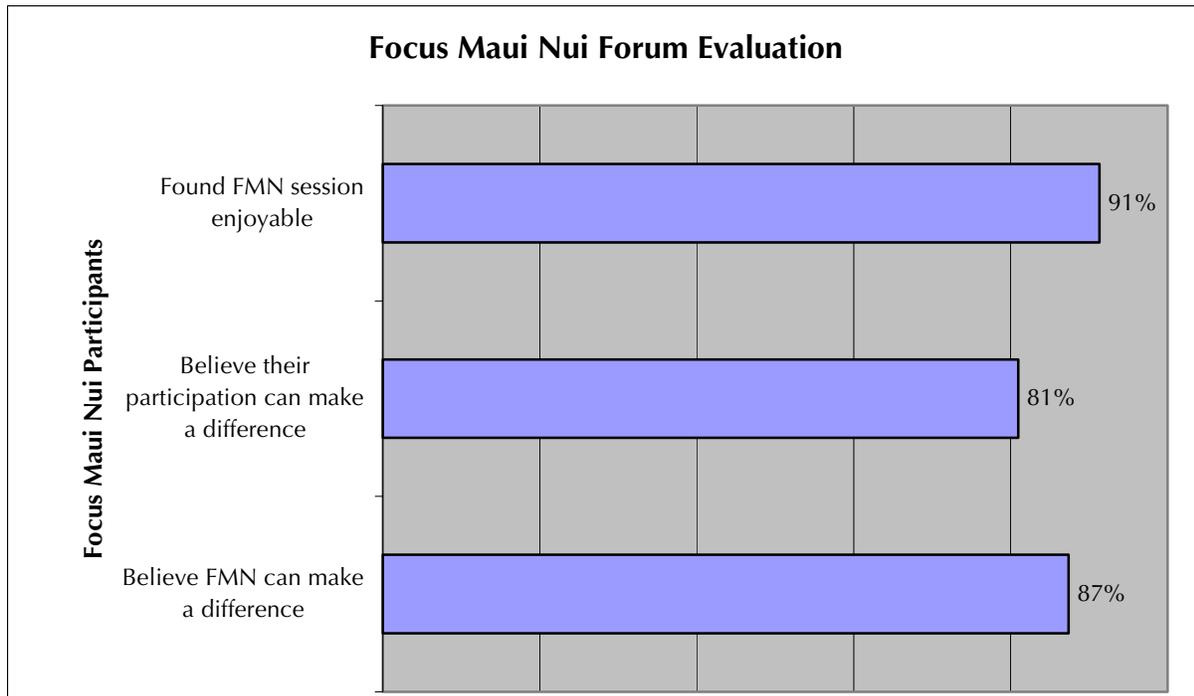
Public Meeting Attendance in Past Year Lānaʻi Participants



Evaluation of Focus Maui Nui Experience

Overwhelmingly, Focus Maui Nui participants left Focus Maui Nui sessions feeling positive about their experience and hopeful about their personal contribution and the intended impact of the Focus Maui Nui forum.

- Ninety-one percent (91%) of Focus Maui Nui participants found the session enjoyable.
- Eighty-one percent (81%) believe their participation can make a difference.
- Eighty-seven percent (87%) believe Focus Maui Nui can make a difference.



Analysis
Of
Exercise 1
Rankings of priorities

Focus Maui Nui Exercise 1 Rankings of Priorities

Focus Maui Nui participants were asked to prioritize a set of 21 issues raised by prior visioning efforts completed in the county over the past decade and to suggest new issues to be considered. The 21 recurring issues emerged from six prior visioning efforts, including: *Decisions Maui* (1990), *Maui County's 1990 General Plan*, *Maui County Vision for Smart Growth* (2001), *Youth Vision* (2001), *County of Maui – Benchmark Study* (2002), and *Maui Tomorrow's 2020 Vision* (2003).

These 21 issues were arranged in random order on a 25 ½ x 11" fold-out ballot panels, given to each Focus Maui Nui participants. The themes were also read aloud, and discussed. Participants were asked to choose the top five priorities they deemed most important for themselves, their family, their community, and for the entire county. Participants were also able to "write in" any priorities or issues they felt were missing among the 21 choices. Participants were encouraged to think about long-term issues and to keep the "big picture" in mind, as they made their choices in ranking the priorities.

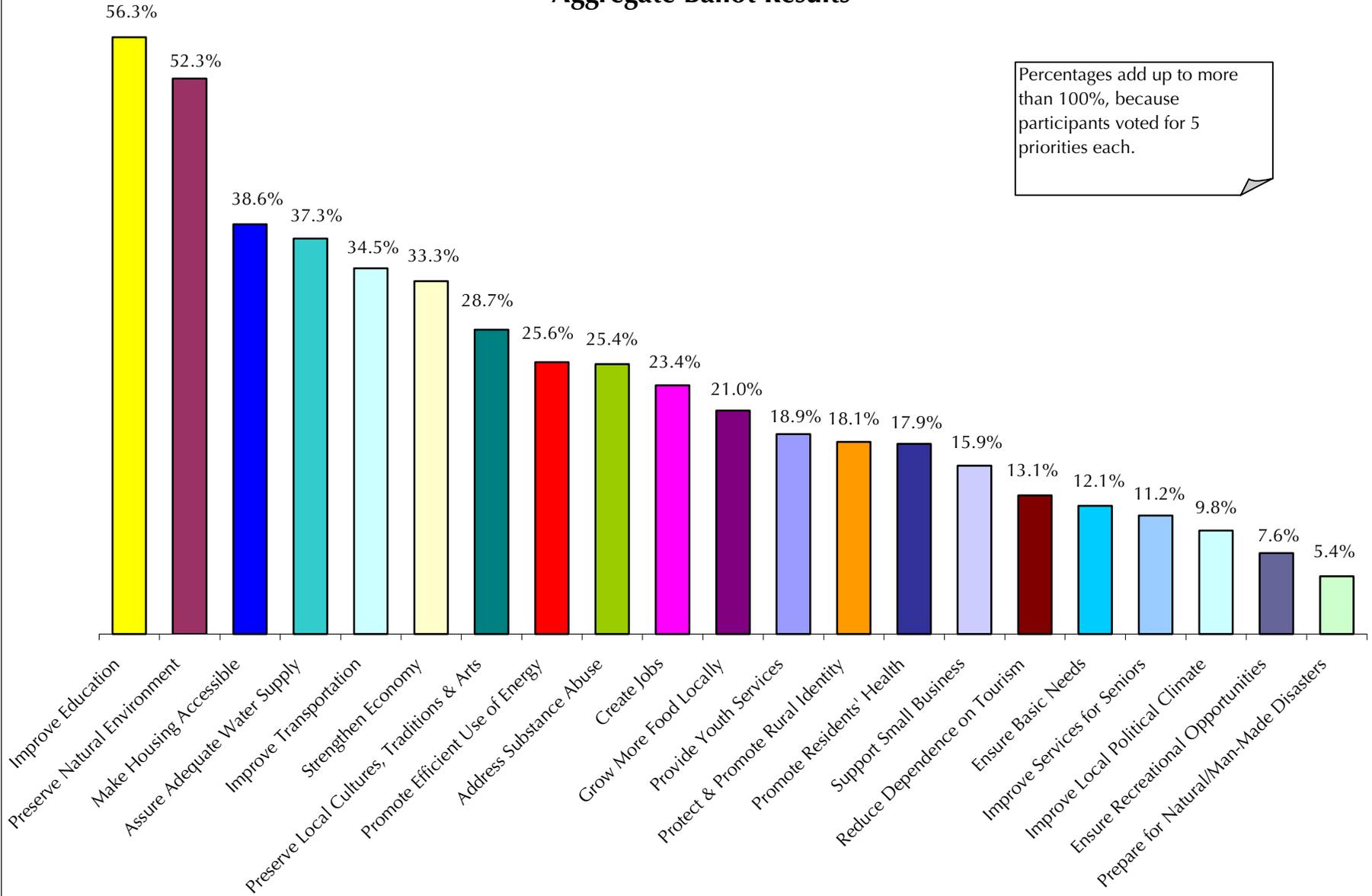
An Overview of the Results

- The top five priorities according to 1,639 Focus Maui Nui participants (in order of rank):
 1. Improve Education
 2. Preserve the Natural Environment
 3. Make Housing Accessible
 4. Assure an Adequate Water Supply
 5. Improve Transportation
- *Improving Education* was identified by almost three out of every five participants (56.3%), and more than half (52.3%) of the participants put *preserving the environment* among their top priorities.
- *Making Housing Accessible* and *Addressing the Water Supply* were identified by about 40% of the participants (38.6% and 37.3%, respectively). More than one in three participants identified *Improve Transportation* and *Strengthen the Economy* (34.5% and 33.3%, respectively).
- More than one quarter (28.7%) of all participants placed *Preserve Local Cultures, Traditions & Arts* among their top priorities.
- Just over one quarter (25.6%) identified *Promote Efficient Use of Energy* and *Address Substance Abuse* (25.4%) as top priorities.

Rankings of Priorities in Comparison By Island

- The priorities from the island of Maui represent 87.7% of Focus Maui Nui participants; therefore the aggregate results closely reflect the island's priorities.
- The priority rankings from Moloka'i and Lāna'i sessions differ from the aggregate priorities (and differ from those of Maui island) and are different from one another as well.
- *Preserve the Environment* is ranked in the top five on each island. More than one in two participants on Maui identified preserving the natural environment as a top priority, compared to over 42% of participants from Moloka'i and about one in three from Lāna'i.
- *Improve Education is the #1 priority on all three islands* and was identified by over half of all Focus Maui Nui participants in every geographic group of sessions.

Priorities Ranked by Focus Maui Nui Participants Aggregate Ballot Results



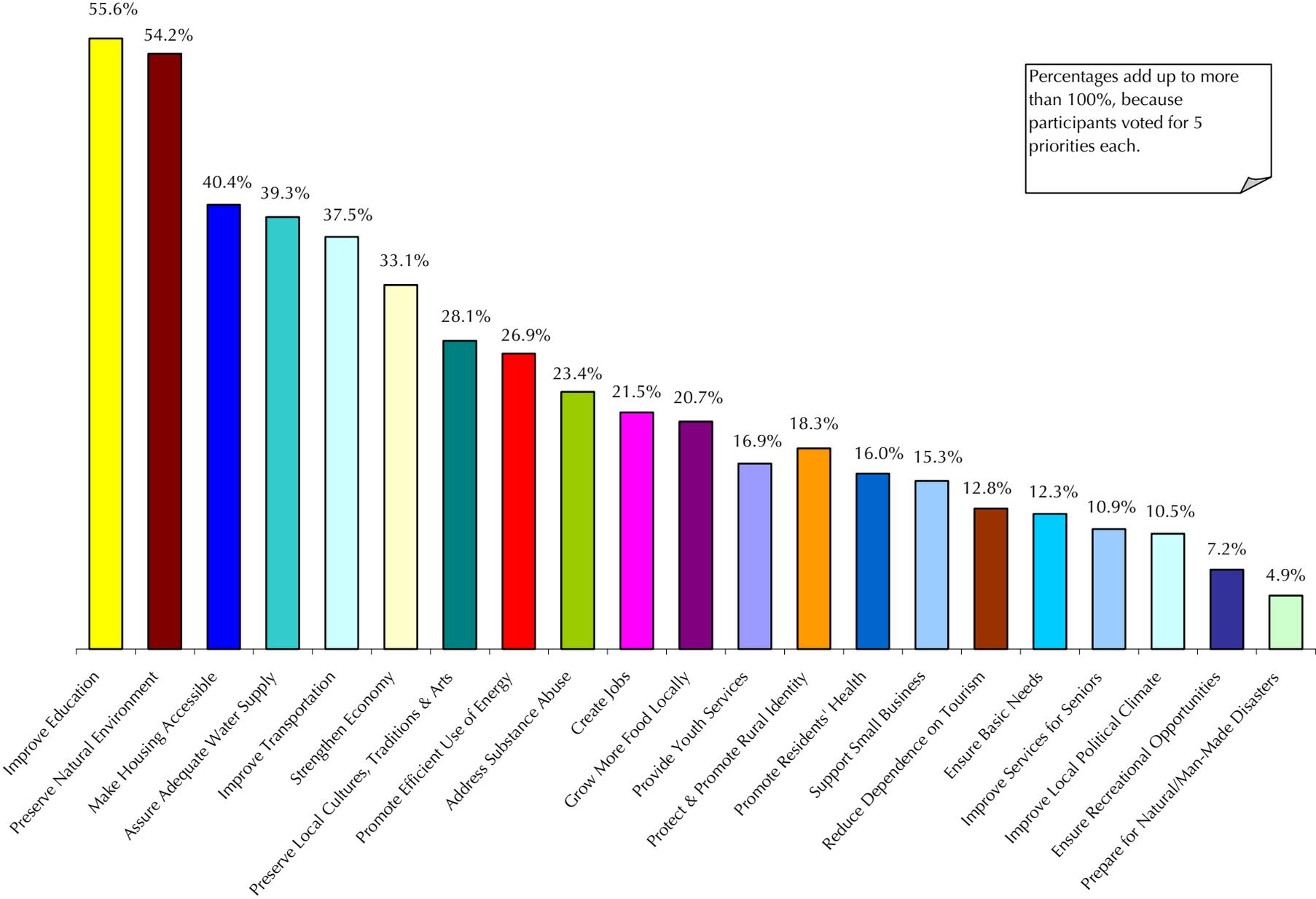
Maui Island

- Varying differences between the three-island aggregate results and those of Maui Island appeared in the weight (percentage value) given each priority and the order within the top five:

1.	Improve Education	55.6%
2.	Preserve the Natural Environment	54.2%
3.	Make Housing Accessible	40.4%
4.	Assure Adequate Water Supply	39.3%
5.	Improve Transportation	37.5%
- More than one in two participants on Maui identified both *Improve Education* (55.6%) and *Preserve the Natural Environment* (54.2%) as top priorities for action. The aggregate results illustrate a strong sense of priority for these two areas, as well (56.3% and 52.3% respectively).
- Focus Maui Nui participants on Maui ranked *Make Housing Accessible* (40.4%) and *Assure Adequate Water Supply* (39.3%) slightly higher than the aggregate results (38.6% and 37.3% respectively).
- As in the aggregate results, *Improve Transportation* was ranked fifth by Maui participants. This was at a slightly higher rate (37.5%) than the aggregate results (34.5%).

Priorities Ranked by Maui Participants

Percentages add up to more than 100%, because participants voted for 5 priorities each.

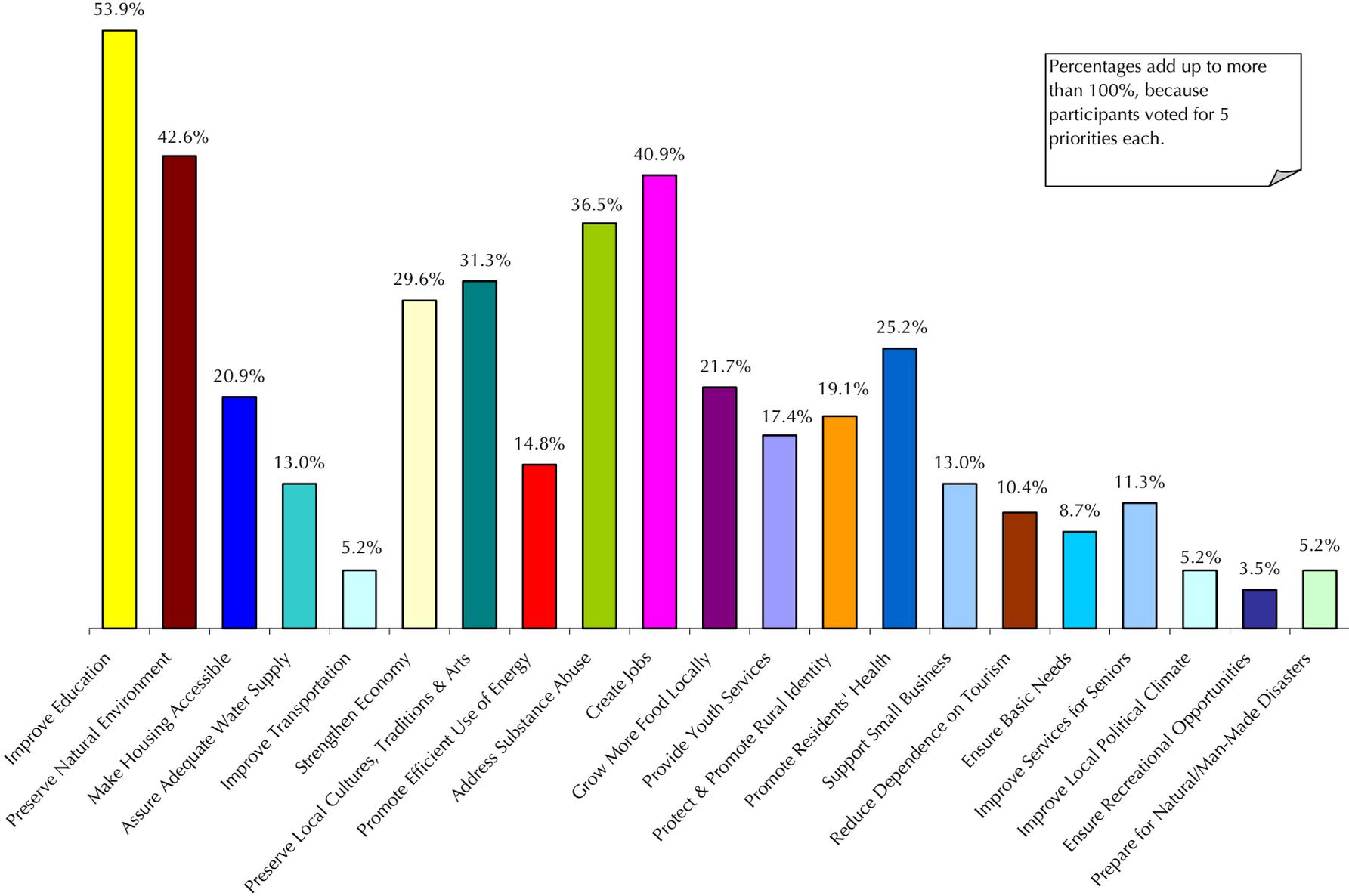


Moloka'i

- The top five priorities chosen by Focus Maui Nui participants on Moloka'i:
 1. Improve Education 53.9%
 2. Create Jobs 40.9%
 3. Preserve the Natural Environment 42.6%
 4. Address Substance Abuse 36.5%
 5. Preserve Local Cultures, Traditions & Arts 31.3%
- Like most Focus Maui Nui participants in both Maui and Lāna'i, Moloka'i participants prioritize improving education and preserving the environment at high rates (More than one of every two participants in Moloka'i rank improving education as a priority).
- Moloka'i participants feel a greater urgency to create jobs (40.9%), address substance abuse (36.5%) and preserve local cultures (31.3%) than do participants from Maui.
- *Make Housing Accessible, Assure Adequate Water Supply, and Improve Transportation*, were in the top five priorities for the aggregate Focus Maui Nui participants, but were ranked ninth, fourteenth and eighteenth on Moloka'i.
- Moloka'i's Focus Maui Nui participants ranked *Strengthen the Economy* (29.6%) sixth and *Promote Residents' Health* (25.2%) seventh; these issues were sixth (33%) and fourteenth (16%) for Maui residents.

Priorities Ranked by Moloka'i Participants

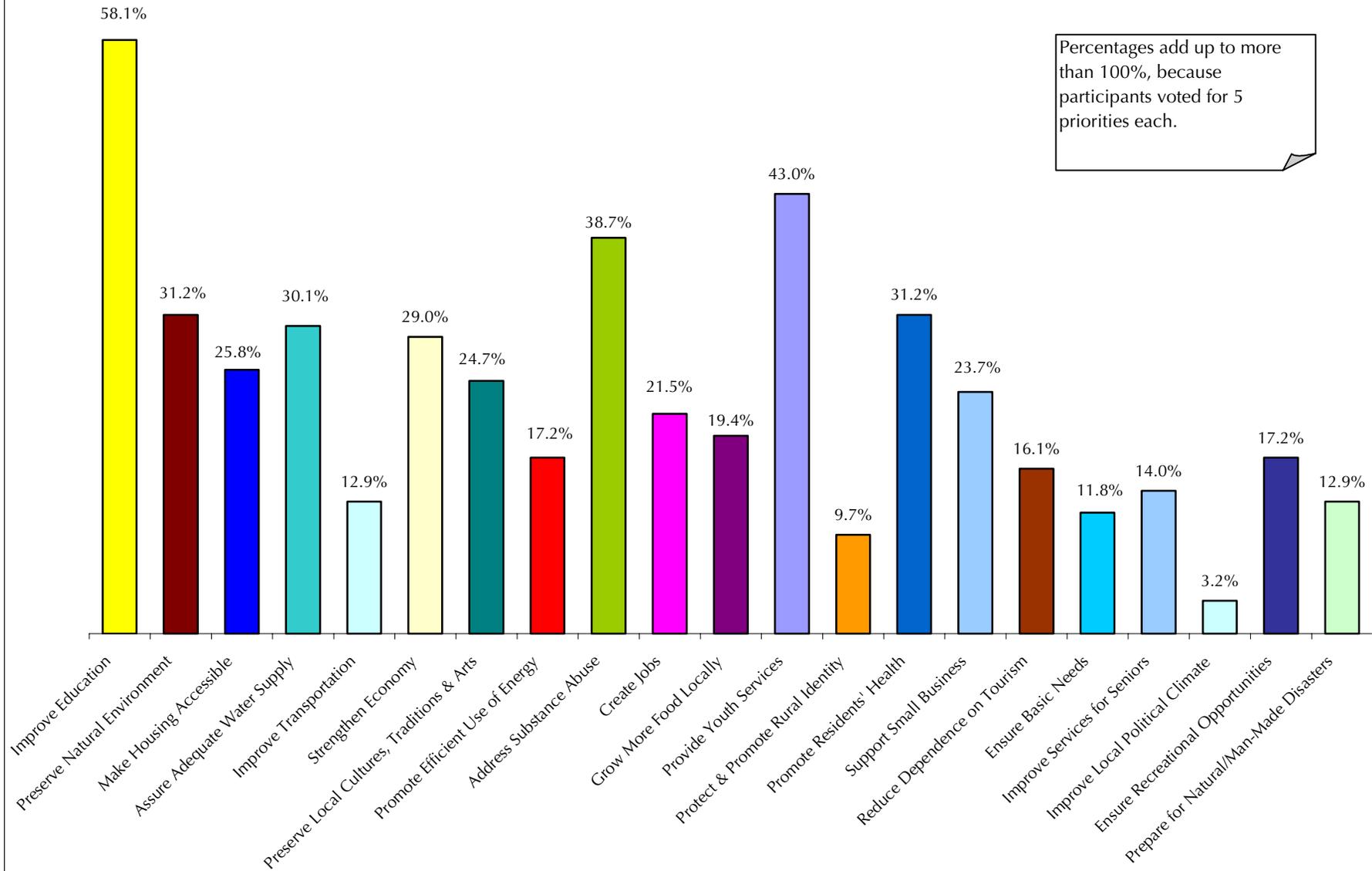
Percentages add up to more than 100%, because participants voted for 5 priorities each.



Lānaʻi

- The top five priorities chosen by Focus Maui Nui participants on Lānaʻi:
 1. Improve Education 58.1%
 2. Provide Youth Services 43.0%
 3. Address Substance Abuse 38.7%
 4. Preserve the Natural Environment 31.2%
 5. Promote Residents' Health 31.2%
- Like most Focus Maui Nui participants on other islands, Lānaʻi participants prioritize *Improving Education* (58.1%) and *Preserving the Environment* (31.2%) within the top five, but preserving the environment is ranked lower within the top five in Lānaʻi, than on other islands.
- Like Molokaʻi, Lānaʻi participants sense a greater need for *Addressing Substance Abuse* (38.7%) than the aggregate results (25.45) or the participants from Maui (23.4%) reveal.
- Lānaʻi participants feel a great urgency to *Provide Services for Youth* (43%), and to *Promote Residents' Health* (31.2%); these issues are ranked much higher on Lānaʻi than in Maui Nui (18.9% and 17.9% in the aggregate totals). Interest in providing services for youth by Lānaʻi participants (ranked second) is also greater than in Molokaʻi (17.4%).
- *Make Housing Accessible*, *Assure Adequate Water Supply*, and *Strengthen Economy* were ranked eight, sixth, and seventh by Lānaʻi participants, but were in the top six for Maui Island and for the aggregate data.

Priorities Ranked by Lānaʻi Participants



Additional Priorities

In addition to the areas of need identified in past planning processes, Focus Maui Nui participants had the opportunity to identify any other priorities they believed to be important (although lacking in the other processes). These “write-in” issues could not be weighed in the same way as the other issues because, there was no way to incorporate “write in priorities” into other Focus Maui Nui sessions. At 46% of the Focus Maui Nui sessions, participants suggested additional priorities for consideration, with 125 actual notations of other priorities, beyond the original 21. For a complete list of the additional priorities, see appendix.

Environmental issues ranging from recycling to protecting native species were mentioned for inclusion by participants in 41 Focus Maui Nui sessions. These include:

- Limit / manage development was noted at 19 sessions.
- Recycling and waste reduction was mentioned at 13 sessions.

Other issues (mentioned by less than five sessions) related to environmental concerns included:

- Concern about the carrying capacity of islands.
- Reducing reliance on shipping.
- Encouraging local organic farming.
- Promoting aquaculture.
- All rental cars in Maui to be zero emission vehicles, bio-diesel, or electric.
- Ban commercial harvesting from near-shore water.
- Promoting Maui as an organic island.
- Protecting native endangered species by controlling invasive non-native species was noted specifically at four sessions.

Concerns about growth (in particularly defined ways) were raised at 21 Focus Maui Nui sessions:

- Require land owners to be residents of the state.
- Adhering to state plans to connect communities, beaches, parks, schools (Maui’s trail ways).
- Regulation of in-migration until carrying capacity is established.
- Placing moratorium on growth.
- Planning for “smart growth”.
- Restricting speculative housing developments.
- Ensuring public access to all beaches.

Calls to create change in political processes and government included:

- Limiting expansion of county government.
- Creating each island as a separate county.
- Empowering residents to take responsibility for the islands.
- Addressing native cultures' issues and rights.
- Creating direct communication access between residents and public officials over Internet.

Additional health and community issues included:

- Improving off-island (inter-island) transportation.
- Improving law enforcement.
- Expanding emergency and hospital services in Moloka'i and West Maui.
- Improving the sense of Maui Nui as a community.
- Providing long-term care options.
- Offering residential therapeutic care for youth and adults.

Priorities relating to specific concerns about the economy included:

- Keeping Maui attractive for visitors.
- Promoting higher education as an economic engine.

Other priorities related to Maui Nui's culture and identity included:

- Highlighting Maui as an East-West cultural bridge.
- Promoting Maui as a world class art, music, and cultural mecca of the Pacific.
- Promoting tolerance and diversity.
- Making *aloha* the county's guiding force.

Focus Maui Nui sessions on Moloka'i added the following priorities:

- Promoting aquaculture.
- Improving land control.
- Improving emergency medical services for Moloka'i.
- Preserving agriculture land as "real" agriculture land for agricultural uses.
- Making each island (Maui, Moloka'i, Lāna'i) its own county.
- More value-added local products.
- Increasing self-governance.
- Providing more recognition on Moloka'i for sports.

In Lāna'i, two additional priorities were raised:

- Provide better services for disability population.
- Provide options for reintegration for parolees and recovery for drug abusers.

Analysis
Of
Exercise 2
Development Of Themes

Focus Maui Nui Exercise 2 Creating Categories / Themes

Before beginning the second exercise – where participants would be working in groups to discuss how the 21+ priorities might be related or “grouped together” – participants had an opportunity to see how they cumulatively (within their session) prioritized the issues and to compare their rankings with results of previous processes over the past decade.

Exercise 2 asked participants to categorize all of the issues and concerns (the 21 + items) into groupings (themes) to determine broader areas of focus and to recognize the relationships between and among issues. The participants were instructed to categorize the issues and concerns into more than two but less than five themes. This exercise provided participants with an opportunity to identify complementary issues that might support other issues and lead toward suggested actions later in the session. It also enabled participants to begin to recognize potentially competing needs among priorities.

It should be noted that the Focus Maui Nui process encouraged participants to work in small groups and then increasingly larger groups to consider these “themes.”

The most common way to define categories (or themes*), which now incorporated multiple other concerns and issues from among the 21+ issues (at the 167 sessions, in order of frequency) are:

1. *Stimulating the economy in a sustainable way*

This often included merging such topics as “create jobs,” “support small business,” “expansion of business opportunities,” “economic sustainability through increased local production of food, energy, etc.,” “create jobs within occupations related to the development of alternative energy sources.”

2. *Preserving the environment*

This often included “promote efficient use of energy,” “assure adequate water supply,” “promote and protect rural identity,” “environmental sustainability,” “*mālama ‘āina* (stewardship),” “preserving natural resources,” “protect natural assets,” “preserve coastlines,” etc.

*Note that some “themes” retained the original terminology and other themes were created using new terminology.

3. *Providing for human / social services*
This often included “youth services,” “ensuring basic needs,” “housing,” “improving services for seniors,” “addressing substance abuse,” and sometimes included “ensuring recreational opportunities,” “promoting residents’ health,” “seeing that family needs are met,” and “child, youth, or senior services.”
4. *Improving education*
This often included “four-year college,” “educating people to vote,” “cultural education,” and “educating people about issues of sustainability.”
5. *Celebrating Maui Nui’s uniqueness*
This often included “protecting rural identity,” “preserving local cultures, traditions, and arts,” “quality of life issues,” “family responsibility,” “strengthening community,” and “reverence for life above commercialism.”
6. *Improving infrastructure*
This sometimes included “improving transportation,” “assuring adequate water supply,” “promoting renewable energy sources,” “sustainable infrastructure changes,” and adopting local control over resources.”
7. *Improving the political climate / processes*
This included references to “community planning,” “ensuring integrity of economic development,” “sensitivity to over-development,” “smart growth,” and “recognizing differences between growth and greed.”

Terms that came up repeatedly when describing needs in multiple categories:

- *Self-Sufficiency* in terms of addressing economic and environmental needs.
- *Political Environment* as a contributing factor in addressing education as well as the environment.
- *Survivability* to describe ways of addressing basic needs and environmental needs.
- *‘āina* to describe needs in preserving rural identity, culture, environment, growing food locally, and recreation.
- *Preserving Healthy Environment* as basis for healthy economy and society.

Stimulating the economy in a sustainable way

While the first exercise (ranking the concerns) brought “improve education” as the most common concern throughout all three islands, when participants created themes, about 84% of Focus Maui Nui sessions came to the conclusion that many of the challenges facing the county could be categorized as “economic” in nature. And while this great majority of sessions expressed the need to strengthen the economy, a large number of sessions “qualified” this by saying that “strengthening the economy should be done in a “sustainable” and / or “locally-orientated” way.

Preserving the environment

Eighty-two percent (82%) of sessions said that many of the challenges facing the county could be categorized as “environmental” in nature. The particular language participants used to characterize this category suggested that they held the “natural beauty” of the islands in high esteem and believe their futures are linked directly to the preservation of these “natural assets.”

Providing for human / social services

Focus Maui Nui participants used language displaying a strong commitment to “community,” in the three-quarters (75.3%) of sessions that categorized human / social services as an area of need. Some groups equated this category with ensuring “quality of life” on a broad spectrum.

Improving education

Half of all sessions (50.7%) articulated themes specifically related to educational issues. More often than not, the rubric of education was used to describe an educational system that spanned beyond K-12 schooling to include life-long learning opportunities and even public health services (e.g. education and information about substance abuse services) and civic empowerment. Many sessions saw linkages between the establishment of a four-year university in the county (and other research and educational institutes) with both education and economic development (in a positive way).

Celebrating Maui Nui’s uniqueness

Using language indicative of the value participants place on the singularity of the Maui Nui culture and community, almost one in every two sessions (46.2%) noted a theme related to “culture.” Participants described a need for the preservation and celebration of the rich, cultural heritage of Maui County’s diverse community, including traditions in lifestyle, arts, architecture, and small town / rural identity. Encouraging ethnic tolerance and celebrating the community’s diversity was also mentioned frequently.

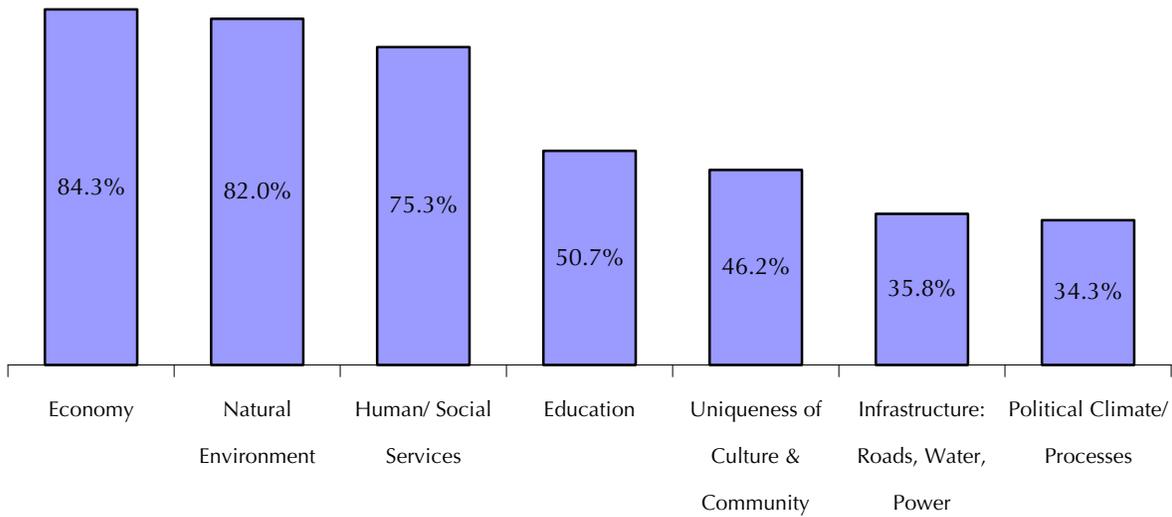
Improving infrastructure

Focus Maui Nui sessions chose themes related to infrastructure issues 35.8% of the time.

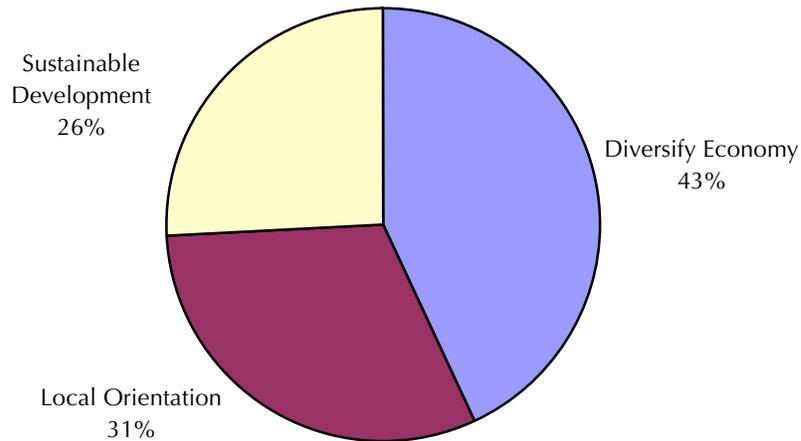
Improving the political climate / processes

Within the realm of improving the political climate, which Focus Maui Nui sessions chose 34.3% of the time, participants described a need for improved civic education and participation as well as improved accessibility to and accountability of public officials. Concern for improved and more transparent planning procedures were voiced repeatedly.

Themes
Aggregate Results
(Most sessions identified 3-5 categories)



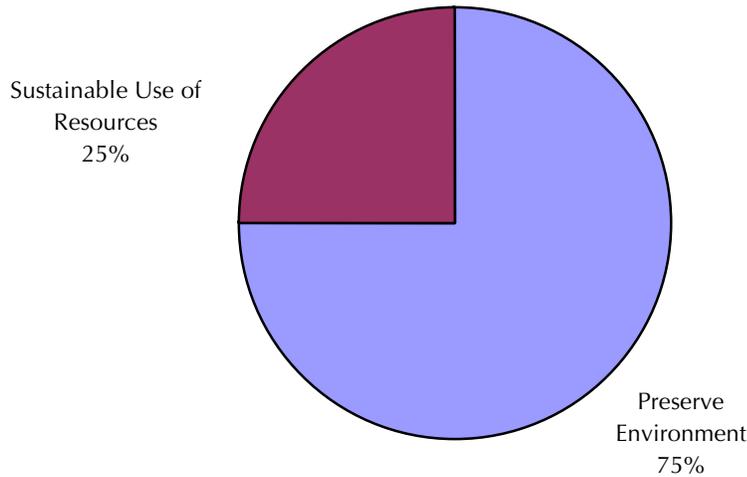
Descriptions of Economic Themes Focus Maui Nui Participants



Over half of the Focus Maui Nui sessions that identified a category they referred to as “Economy” described it more specifically as one of the following:

- *Diversification of Economy* (including “Expansion of the Economy” and “Reduction of Dependency on Tourism”).
- *Local Orientation* (including “Support of Small Business,” “Growing More Food Locally,” “Creating Better Jobs,” “Economic Opportunities for All”).
- *Sustainable Development* (including “Self-Sufficient Economy,” “Self-Sustaining Economy” and any connection of economic development with preserving the environment, using renewable resources and reducing dependence on imports.
- Forty-three percent (43%) of the Focus Maui Nui Sessions that identified an economic theme grouped priorities under the heading of *Diversification of the Economy*.
- Thirty-one percent (30%) expressed a need for locally oriented economic development.
- Twenty-six percent (26%) stressed that the economic challenges must be addressed in a sustainable way.

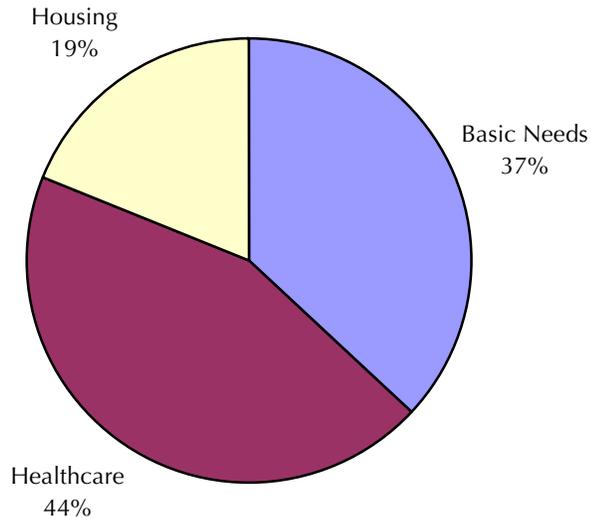
Descriptions of Environmental Themes Focus Maui Nui Participants



Seventy-one percent (71%) of the Focus Maui Nui sessions that identified a “Natural Environment” theme described this category as being specifically about either *preserving the natural environment* or *the sustainable use of resources*.

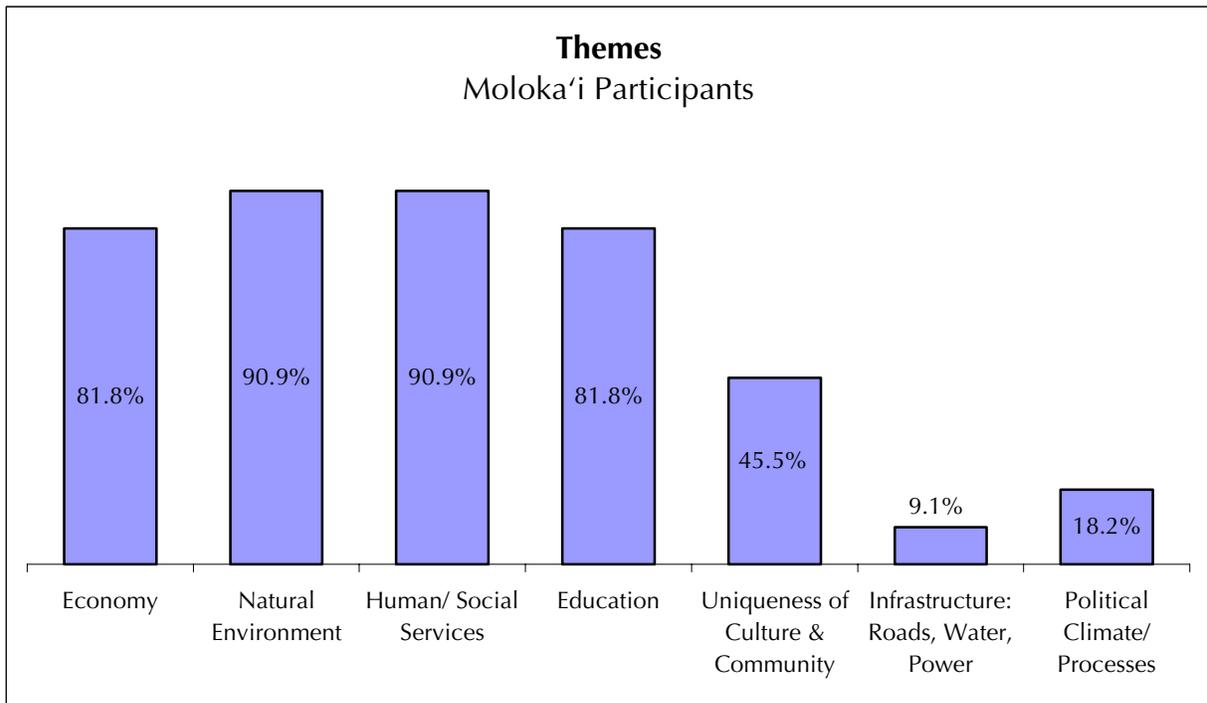
- *Preserve Natural Environment* (including “Preserve & Protect,” “Preserve & Respect,” “Preserve Natural Resources,” “Preservation of Coastlines,” “Protect Hawaiian Forests”).
- *Sustainable Use of Resources* (including “*mālama ‘āina*” (Stewardship of Land), “Preserve Environment through efficient Use of Energy & Water,” “Promote Sustainability”).
- Three-quarters of those sessions that identified their category of environmental needs called it *Preserving the Natural Environment*.
- One-quarter described it as *Sustainable Use of Resources*.

Descriptions of Human / Social Service Themes Focus Maui Nui Participants



Almost half of Focus Maui Nui Sessions defined the category of human / social service as being related to either healthcare, basic needs, or housing.

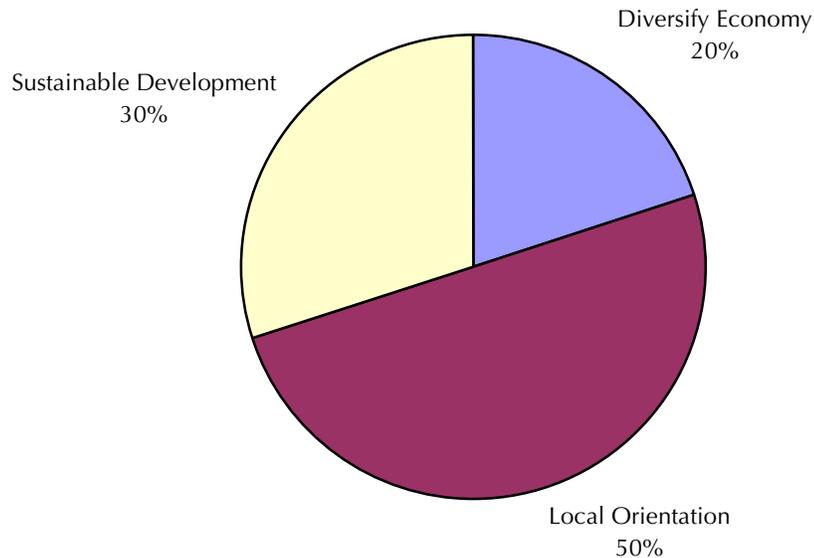
- Forty-four percent (44%) of those sessions that described their human / social service category more specifically identified *Health and Healthcare Accessibility* as key.
- *Basic Needs* was specified as important by 37% of these sessions.
- *Affordable Housing* was specified by 19% of these sessions



The bars are in order of ranking of the aggregate results.

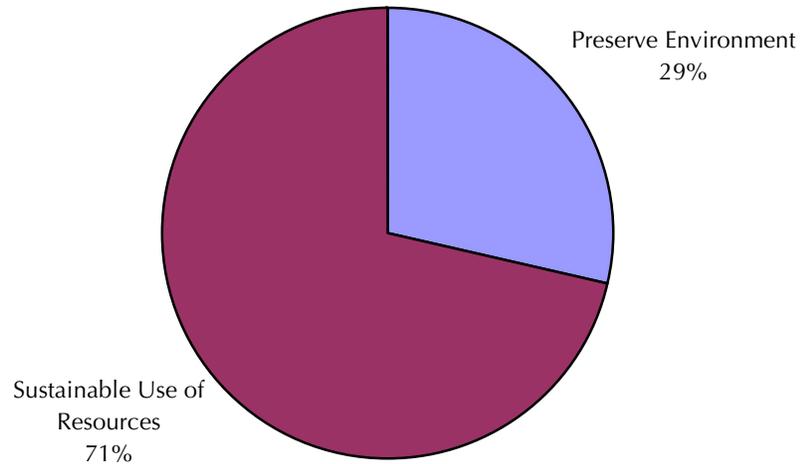
- Focus Maui Nui sessions on Moloka'i (81.8%) combined needs into an economic theme almost as frequently as in the aggregate results for the entire county (84.3%).
- Moloka'i sessions combined needs into the following categories at a higher rate than the aggregate results: Natural Environment (90.9% compared to 84.3%), Human / Social Services (90.9% compared to 82%), Education (81.8% compared to 50.7%).
- Focus Maui Nui sessions on Moloka'i (45.5%) combined needs into a category reflecting Uniqueness of Culture and Community about as frequently as in the aggregate results (46.2%).
- Categories focused on Infrastructure or Political Climate / Processes were far less likely to be described by Focus Maui Nui sessions on Moloka'i than by sessions in the rest of the county.

Descriptions of Economic Themes Moloka'i Participants



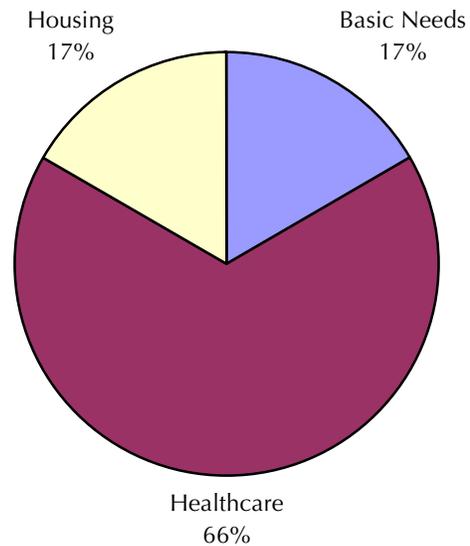
- When defining economic themes, Moloka'i sessions were more likely to specify an economic category with a local orientation (50%), compared to 31% for the aggregate results.
- Moloka'i sessions (20%) were half as likely as the aggregate (43%) to specify economic diversification as a specific subset of economy.
- Moloka'i sessions were slightly more likely (30%) to specify sustainable development in an economic category than the aggregate (26%).

Descriptions of Environmental Themes Moloka'i Participants

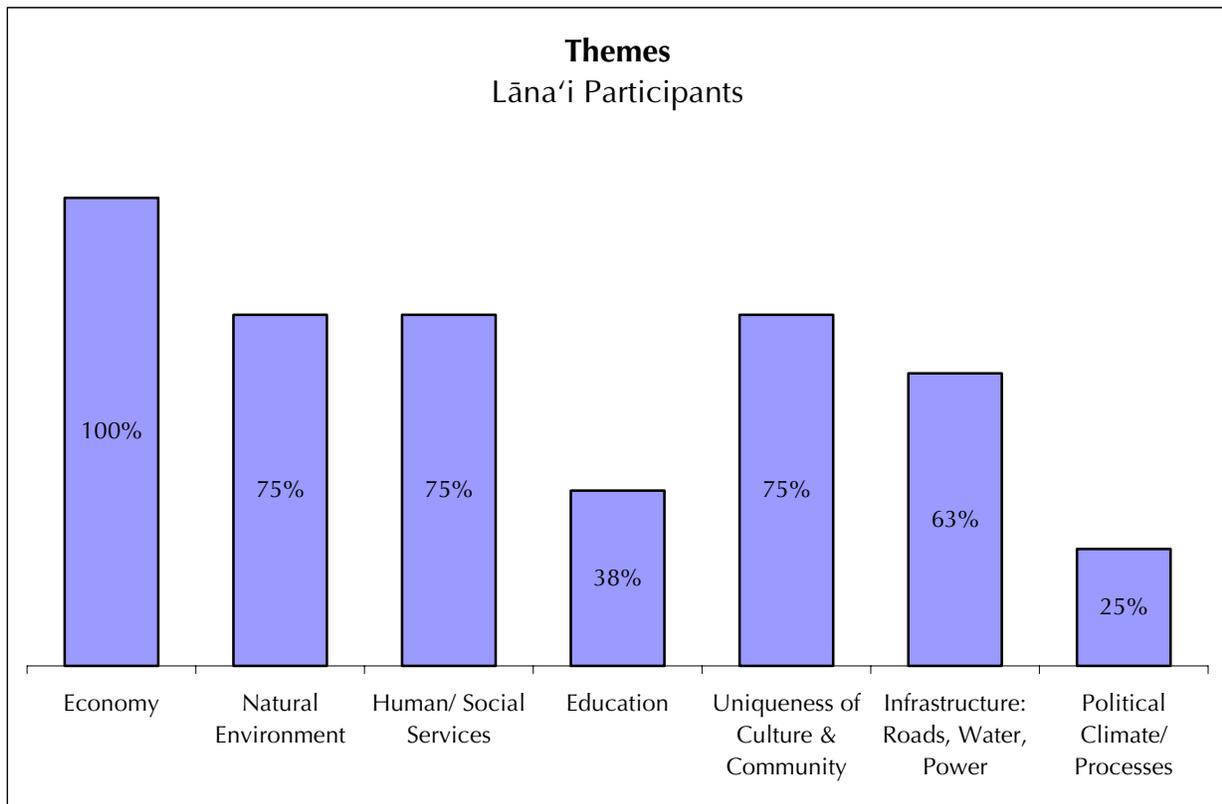


- Focus Maui Nui sessions on Moloka'i were more likely to specify the sustainable Use of Resources (71%) than Preserving the Environment (29%). This is almost a reverse of the particular description for these two subcategories than the aggregate results.

Descriptions of Human / Social Service Themes Moloka'i Participants



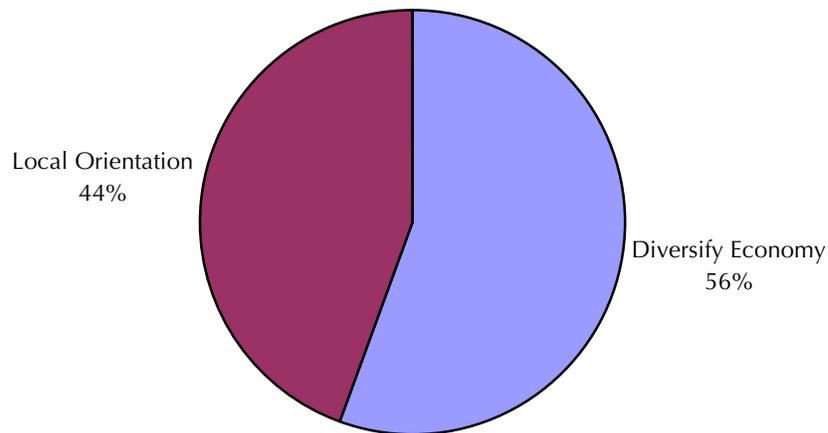
- Moloka'i sessions were considerably more likely to specify Healthcare as a category (66%) than the aggregate (44%).
- Affordable Housing appeared as a category almost as often on Moloka'i (17%) as in the county in general (19%).



The bars are in ranking order of the aggregate results.

- All Focus Maui Nui sessions on Lānaʻi created an economic theme. Eighty-four percent (84%) of the county as a whole did so.
- Though less likely than the county as a whole (82%), three quarters of Lānaʻi sessions described an environmental category.
- As in the aggregate, three quarters of Lānaʻi sessions described a category for Human / Social Services.
- Lānaʻi sessions were less likely (37.5%) to describe an educational category than the county wide results (50.7%).
- Three quarters of Lānaʻi sessions describe a category reflective of local culture and community. Forty-six percent of county-wide sessions identified such categories.
- Lānaʻi sessions were almost twice as likely to describe an Infrastructure category as the aggregate (35.8%).
- Lānaʻi sessions were less likely (25%) to describe a political category than county-wide sessions (34.3%).

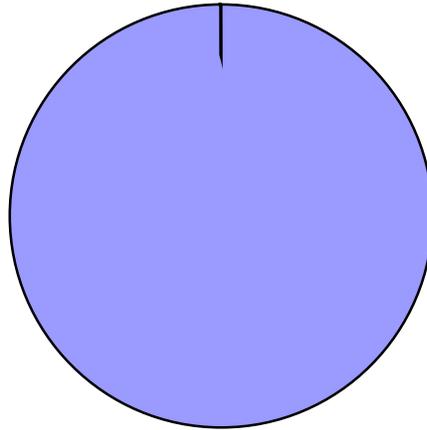
Descriptions of Economic Themes Lānaʻi Participants



- As in the county-wide results, Lānaʻi sessions were more likely to describe an economic category with economic diversification (56%) than local orientation (44%).
- Unlike the county-wide results (26%) and unlike Molokaʻi sessions (30%), Lānaʻi sessions did not describe any form of sustainable development in an economic category.
- Lānaʻi sessions were far more likely (56%) to focus on economic diversification than Molokaʻi sessions (20%).

Descriptions of Environmental Themes Lānaʻi Participants

Preserve Environment
100%



- All of Lānaʻi's sessions described an environmental theme which related to preserving the natural environment. This contrasts with results from Molokaʻi and Maui which, in addition to preserving the environment, described in significant proportions (Molokaʻi 71%, Maui 25%) environmental themes as sustainable use of natural resources.

Analysis
of
Exercise 3
Trade-offs

Focus Maui Nui Exercise 3 Grappling with Competing Needs

Participants had the opportunity to review the themes they had created and discussed the compatibility or competition among and between them, looking at competing needs and seeking ways to demonstrate how goals could be achieved while recognizing these differences. Participants described what “sacrifices” or “trade-offs” they were willing to make and / or what lengths they would be willing to go to in order to see key challenges addressed.

Using their identified categories as a launching point, participants were able to discuss the importance of various themes and needs and to review how each might fit in relation to the other priorities. Because the discussion was open-ended, a great variety of responses were offered, yet several ideas surfaced frequently.

In analyzing the outcomes of this exercise, four factors were examined:

1. Which issues were identified, repeatedly, as important for the community and validated by the full group; which issues were identified as potentially in conflict with other priorities;
2. In circumstances where conflicts were perceived, which conflicts were specifically mentioned and which issues were indicated to be *more* important if there would need to be a trade-off;
3. How frequently an issue was identified as essential “at any cost” (Note that the term “at any cost” originated with participants, not the facilitators.);
4. Which issues were identified (by some groups) as not being worth an increase in taxes. (Note that the issue of taxes was raised by the participants within groups, not by the facilitator.)

Validating Themes and Acknowledging Conflicts

In the first part of the exercise, participants were asked to fill in the first blank in a sentence which reads: “_____ is essential for our islands, but it should not come at the cost of _____.” Participants were encouraged to use the themes from the prior exercise if they identified these as important for the community and if they felt the theme could potentially conflict with other needs in the county. Thus, many of the items filled in to the first blank were a close echo of the prior exercise (a reflection of the design of the process).

NOTE: It should not be interpreted that the issues identified most frequently in this section of the exercise (the first part of the sentence) are considered the highest priorities or “most essential.”

Results

- *The economy, the environment, human / social services, education, infrastructure, and preservation of quality of life and culture* were the most common issue areas placed in the blank section of the first part of the sentence, suggesting a perception that these important goals may be in conflict with one another and / or with other needs in the community.
- Eighty-five percent (85.4%) of Focus Maui Nui sessions identified *the economy* as belonging in the first blank; 17% of these sessions clarified priorities within economic development they considered important, using words such as “a diversified economy,” “a sustainable economy,” or “a self-sufficient economy.”
- One in two sessions placed *the environment* in the first blank of the sentence.
- Human / social services were identified by more than 40% of sessions. Roughly one in three of these sessions (32.8%) specified “basic needs” and 4.7% specified “senior services.”
- Over a third of sessions identified *education* as important, yet possibly in conflict with other needs in the community.
- *Infrastructure* was placed in the first part of the sentence by 27.8% of sessions. Over 20% specified “road improvements,” 15.9% “adopting renewable energy sources,” 4.5% mentioned “water” and 2.3% “public transit.”
- More than one in five sessions mentioned issues pertaining to the uniqueness of life in Maui County including quality of life, rural identity and cultural heritage.
- In order of frequency, other themes mentioned in the first part of the sentence as something important included: *healthcare / substance abuse* (10.7%); *political / government issues* (9.4%); *affordable housing* (5.6%) and *population growth / planning* (5%). Two to four sessions mentioned the following: *agriculture, tourism, indigenous people’s rights, and public safety.*
- Among the groups that identified *addressing the political environment or government issues* in the first part of the sentence as something “very important,” many groups (roughly one in three) specified that this included “empowering the local population” and / or “local government control.”

Weighing Trade-offs Between Priorities

In qualifying the statements about the value of a given issue or theme, participants were asked to fill in the second blank in the same statement with any words of their choosing (“X is essential for our islands, but it should not come at the cost of _____.”) Despite the open-endedness of this part of the process, several clear ideas emerged from this exercise.

Among the most commonly expressed tradeoff discussions:

- *Strengthening the Economy vs. Preserving the Environment*

In the numerous groups that identified *strengthening the economy* as a worthy goal for Maui Nui, an overwhelming 76% qualified this by saying such improvements *should not come at the cost of the environment and natural resources*. By contrast, only 34% of those groups that identified *preserving the environment* as a worthy goal in the first part of the sentence suggested that it should not come at the cost of *strengthening the economy*. These findings, taken together, could indicate:

1. Residents perceive potential conflicts between the goals of improving the economy and the environment.
2. If trade-offs must be made, a significant number are more willing to make sacrifices in the economic arena than in the environmental arena.
3. Residents may not understand the relationship between the economy and other identified goals.

- *Improving Infrastructure vs. Preserving the Environment*

More than 70% of the groups that stated *improving the county’s infrastructure* is important explained that it should not come at the cost of *preserving the environment and natural resources*. (Only one group said the reverse.) These findings, taken together, could indicate:

1. Many residents perceive potential conflicts between the goals of improving the infrastructure and the environment.
2. If trade-offs must be made, a significant number are more willing to make sacrifices in the infrastructure arena than in the environmental arena.
3. Residents may not understand the relationship between infrastructure and other identified goals.

- Strengthening the Economy vs. Preserving Maui Nui’s unique quality of life, rural identity, and cultural heritage

Among the 85.4% of sessions that identified *strengthening the economy* in the first part of the sentence, 58% specifically qualified this by saying it should not come at the cost of *preserving local quality of life and Maui Nui’s rural identity, culture, and traditions*. In the opposite instance – among (the smaller number of) groups that identified *culture / quality of life / identity* as very important in the first part of the sentence – only 26% said doing so should not come at the cost of *improving the economy or quality jobs*. These findings, taken together, could indicate:

1. Many residents perceive potential conflicts between the goals of improving the economy and preserving the local identity and quality of life.
2. If trade-offs must be made, a significant number more are willing to make sacrifices in the economic arena than in the cultural arena.

- *Preserving the Environment vs. Preserving Maui Nui’s unique quality of life, rural identity, and cultural heritage vs. Improving Infrastructure*

Of the 50% of sessions that identified *preserving the environment* in the first part of the sentence, about 27% of these noted that it should not come at the cost of *preserving local quality of life and Maui Nui’s rural identity, culture, and traditions*; a small fraction of groups said the reverse. Similarly, only 23% of those who identified *improving infrastructure* in the first part of the sentence mentioned that it should not come at the cost of the *local quality of life and identity* (no groups said the reverse). These findings, taken together, could indicate:

1. Few residents perceive potential conflicts between preserving the environment and preserving local identity and culture, but those who do are concerned that local identity and culture will lose out.
2. Few residents perceive potential conflicts between infrastructure improvements and local identity and culture, but those who do value local identity / culture more.

- *Preserving the Environment vs. a variety of factors*

There were a variety of answers provided in the second part of the sentence beginning with *preserving the environment*. As mentioned, about one-third stated that preserving the environment should not come at the cost of *the local economy*, and more than one-quarter noted it should not compromise *local identity and culture*. Also among the more common answers – provided by nearly a quarter of these respondents – was that *preserving the environment* should not come at the cost of *addressing basic needs*. Additionally, 16% said it should not come at the cost of *quality jobs*. Ten percent said that preserving the environment was essential “at any cost.”

- *Human / Social Services vs. Preserving the Environment*
 Among the 40.5% of sessions that identified *addressing human services* in the first part of the sentence, there was a variety of answers provided in the second part of the sentence. However, among the more common answers – provided by 23% of these respondents – was that addressing to human needs should not come at the cost of *resources for environmental needs*. This is roughly the same percentage as those who said the reverse (that resources for preserving the environment should not come at the cost of human services); suggesting participants validate resources for both causes.
- *Human / Social Services vs. Increased Taxes*
 Among the 40.5% of sessions that identified *addressing human services* in the first part of the sentence, 28% specifically stated that this should not lead to *increases in taxes*. Additionally, 5% said this goal should not *contribute to increased government waste or inefficiency in government*. *Raising taxes* was the #1 response for this sentence. Thus, while human services are somewhat of a priority, some residents strongly oppose increased taxes to achieve this goal.
- *Addressing Healthcare and Substance Abuse vs. Increased Taxes*
 Among the few groups that identified *addressing healthcare or substance abuse* in the first part of the sentence, 18% specifically stated that this should not lead to *increases in taxes*. Additionally, 29% said this goal should not contribute to *increased government waste or inefficiency in government*. *Inefficient government* was the #1 response for this sentence. Thus, while health services are somewhat of a priority, some residents strongly believe it is not best addressed by government.
- *Improving Education vs. Providing Social and Human Services vs. Improvements in Infrastructure*
 Among the 36% of sessions that identified *improving education* in the first part of the sentence, there was a variety of answers provided in the second part of the sentence. However, among the more common answers – provided by a quarter of these respondents – was that the goal of improving education should not come at the cost of *providing social and human services*. (Similarly, 20% said *improvements in infrastructure* should not come at the cost of *human services*.) In the opposite instance – among groups that identified *addressing human services* in the first part of the sentence – only 8% said that this should not come at the cost of *resources for education* and only two groups said it should not come at the cost of *improvements in infrastructure*. These findings, taken together, could indicate:

 1. Few residents perceive potential conflicts between investments in human services and investments in education or infrastructure, but those who do are more concerned that human services will lose out.

2. Residents may perceive that it would be more likely for funding to be removed from human services and applied to education or infrastructure than the other way around.

- *Improving Education vs. Increased Taxes*

Among the 36% of sessions that identified *improving education* in the first part of the sentence, 30% specifically stated that this should not lead to *increases in taxes*. Additionally, 12% said this goal should not *contribute to increased government waste or inefficiency in government*. *Raising taxes* was the #1 response for this sentence. Thus, while improving education is a clear priority, some residents strongly oppose increased taxes to achieve this goal.

- *Not at the cost of local culture*

Where groups identified either *addressing human services* or *improving education* in the first part of the sentence, about 15% specifically noted that these things should not come at the cost of *cultural needs*, suggesting a small fraction perceive a potential conflict between these things and local identity / quality of life.

For the 22.1% of sessions that identified *Maui Nui's quality of life, traditions, and identity* in the first part of the sentence as important, there were a variety of answers provided in the second part of the sentence. However, the most common answer – provided by a quarter of respondents – was that the preservation of these factors should not lead to *the exploitation of local culture*.

Other points made less frequently (by at least three or more groups):

- Nearly all groups that identified *affordable housing* as an important priority noted that it should not come at the cost of *preserving the local environment and natural resources and /or agricultural lands*.
- A few groups felt that *addressing the local political environment and government systems* could potentially conflict with *local culture*. *Addressing changes in the political system* must not lead to compromises for the *local culture and quality of life*.
- *Improving the economy* must not come at the cost of *resources for human services or education*.
- *Improving the economy* should not threaten *native people's rights* or *community plans to control growth*, and should not compromise *affordable housing, public safety, health programs, public works, or small businesses* and they should not lead to a *widening in the gap between rich and poor* or to *overpopulation on the islands*.
- *Diversifying the economy* should not put a burden on *the tourism industry*.
- *Improving the economy* should go hand in hand with *providing quality jobs*.
- *Improving infrastructure* should not lead to an *increase in taxes*.
- *Preserving the environment* should not come at the cost of *community plans to allow monitored growth*.
- *Resources to protect the environment* should not compromise *funding for health services or education*.

Priorities Essential “At Any Cost”

A few groups determined that some priorities were so essential that they need to be addressed “at any cost” (i.e. they wrote “any cost” or they purposefully left blank the second part of the sentence, “X is essential for our islands, but it should not come at the cost of _____”). While only about one group in 10 went this route, the findings are illuminating.

- Of the 85.4% of sessions that put *improving education* in the first blank in the sentence, 19% of these sessions (11 groups total) determined that this was essential at *any cost* – making this the most frequently identified issue for which any cost could be paid to support it.
- Of the 50% of sessions that put *preserving the environment* in the first blank in the sentence, 10% of these sessions (8 groups total) determined that it was essential at *any cost*.
- *Improving human services and promoting local culture and quality of life* were each identified by three groups as critical at *any cost*.
- *Improving healthcare* was identified by two groups as being critical at *any cost*.
- *The following were identified by one group each as being critical at any cost: creating jobs in natural environment and agriculture; supporting local agriculture; implementing public transportation; providing affordable housing; improving the local political climate; and streamlining government.*

Lānaʻi and Molokaʻi

The priorities most frequently termed essential by the nine Focus Maui Nui sessions on Lānaʻi and eleven Focus Maui Nui sessions on Molokaʻi reflected the results from Maui Nui: *strengthening the economy, preserving the environment, improving education and providing social and human services*. Beyond these, however, the two islands expressed differing priorities. Lānaʻi cited *improving infrastructure* as essential, and Molokaʻi identified *cultural preservation* as essential.

Preserving the environment and *preventing tax increases* were equally the most frequently cited limiting factors by sessions on Lānaʻi. These were followed by, in order of frequency: *preserving quality of life, community and family, providing social and human services, preserving island identity, and strengthening the economy*.

The most common limiting factor identified by sessions on Molokaʻi was *preserving the environment*. *Strengthening the economy* and *preserving quality of life, community and family* followed in frequency. The following limiting factors named by Molokaʻi were equal in frequency: *preserving local culture, raising taxes, and improving education*.

For both Molokaʻi and Lānaʻi, the most commonly expressed ideas were:

- *Strengthening the economy is essential, but not at the cost of preserving the environment.*
- *Strengthening the economy is essential, but not at the cost of preserving quality of life, community, and family stability.*
- *Improving education is essential, but not at the cost of raising taxes.*

Lānaʻi

Strengthening the economy was most frequently chosen as an essential priority by Lānaʻi's sessions. However, three out of four sessions said that *strengthening the economy* should not come at the cost of *preserving the environment*. One out of two sessions said *strengthening the economy* should not come at the cost of *preserving quality of life, community, and family*.

Half as frequently as *strengthening the economy*, Lānaʻi sessions declared *preserving the environment* as essential, but the qualifiers for this priority were dispersed: *providing social / human services, preserving island identity, quality of life, jobs, strengthening the economy, affordable housing, native peoples' rights*.

On Lānaʻi, *improving education* was deemed essential as frequently as *preserving the environment*. Three out of four sessions said that *improving education* should not come at the cost of *raising taxes*. An equal number said it should not come at the cost of *providing social services*.

A few sessions on Lānaʻi said that *providing social and human services* was essential but not at the cost of *raising taxes* or *sacrificing quality of life*.

A few sessions on Lānaʻi deemed *improving infrastructure* as essential and they said it should not come at the cost of *preserving the island's identity, protecting native peoples' rights, providing basic needs, preserving the environment* or *raising taxes*.

None of Lānaʻi's sessions identified any one priority as essential *at all costs*.

Molokaʻi

Four sessions on Molokaʻi identified priorities as essential at all costs. *Preserving the environment* and *improving education* were identified by one session each, and two sessions said *providing social / human services* was essential at all costs.

Strengthening the economy was most frequently chosen as an essential priority by Molokaʻi's sessions. However, five out of eight sessions said that *strengthening the economy* should not come at the cost of *preserving the environment*. Three out of eight sessions qualified this priority with issues in the area of *preserving quality of life, community and family*.

Improving education was the second most frequently identified essential priority. One session said it was essential at all costs. Half the time, Molokaʻi sessions said *improving education* should not come at the cost of *raising taxes*.

Preserving the environment was deemed essential half as frequently as *strengthening the economy*. One out of two sessions said that *preserving the environment* should not come at the cost of *strengthening the economy*.

As many Molokaʻi sessions said *providing social / human services* was essential as *preserving the environment*. Two sessions on Molokaʻi said *providing social / human services* was essential at all costs. One out of two times, sessions said *providing social / human services* should not come at the cost of *preserving the environment*.

A few sessions on Molokaʻi agreed that *preserving local culture* was essential but should not come at the cost of *education* or *mockery of culture*.

A few sessions on Moloka'i cited *autonomy* as essential but not at the cost of: *preserving local culture, preserving the environment, strengthening the economy, providing social / human services, preserving the rural identity or isolation.*

Analysis
Of
Exercise 4
Actions And Recommendations

Focus Maui Nui Exercise 4 Suggested Strategies for Action

Once Focus Maui Nui participants had identified ways in which some of their priorities conflicted with one another, they were asked to suggest some possible actions to resolve the conflicts. These solution-oriented proposals were suggestions for action in the county. These open-ended suggestions were directed to both the public and private sectors, as well as to the community at large.

Many concrete actions came out of Focus Maui Nui sessions. People addressed issues and worked together to craft what they believed to be appropriate solutions. Many sessions took into consideration the interrelation of issues and prescribed multi-faceted actions with broad impact. Possible actions voiced by Focus Maui Nui sessions have been sorted into the following categories, based roughly in order of the frequency with which the topics were mentioned:

- Infrastructure
- Education
- Environment
- Taxation
- Land-Use Planning and Development
- Accountability of Public and Elected Officials
- Small Town, Rural Identity
- Agriculture
- Cultural Heritage
- Technology
- Visitor Industry
- Recreation
- Health
- Quality of Community
- Community Empowerment

The actions listed below are examples from the total set of analyzed actions submitted by Focus Maui Nui sessions. Percentages add up to more than 100%, because sessions could state as many actions as they deemed necessary. The actions from sessions located on Lānaʻi and Molokaʻi are included in the aggregate analysis and were also analyzed separately.

Infrastructure

Infrastructure and the multiple aspects surrounding infrastructure planning were the most frequently addressed issues by sessions in their action statements. Such issues were identified by 67.7% of sessions. About one in five sessions (22.7%) expressed an urgent need for a **reorientation toward renewable energy sources and promotion of energy conservation**. Sample actions are listed below. (See appendix for all action recommendations.)

- *Promote energy conservation and efficient public lighting.*
- *Promote the use low-impact energy sources (i.e. solar) through tax incentives.*
- *Promote use of photovoltaic cells and sales of energy should go back to utility company.*
- *Educate the community about other possible technologies for producing energy.*
- *Require solar installation on new homes. (This will provide employment for installers and will alleviate the need to increase power plant capacity.) Offer tax incentives for those businesses taking risks to go in this direction.*
- *Developing the use of renewable energy and efficiency will create more jobs than continuing to rely on fossil fuels.*
- *Promote sustainable communities, reduce dependence on fossil fuels, promote energy efficiency and be educated about impacts of infrastructure on 'āina especially regarding energy.*
- *Promote research for more efficient alternative energy through tax credits for research and development. Issue penalty (like in tobacco settlement) to fund research and development for alternative energy production.*
- *Improve infrastructure without hurting our natural environment: promote use of alternative energy.*
- *Encourage the development of responsible and renewable energy resources on the local levels.*

Over 40% of sessions called for **improved roads and transportation planning**. Over 20% of sessions suggested developing public transportation in Maui County and some suggested an **inter-island ferry system**. Some of the actions recommended included:

- *Improve the "county" participation in a bus service on Maui.*
- *Create neighborhood commons with green space, parks, bikeways, spaces that feel good instead of just decorative strips springing up around highway.*
- *Move portion of Honoapi'ilani Highway (from Pali to Lahaina) inland to create more ocean recreation activities and open space.*
- *Develop public transportation (like monorail) to alleviate traffic problems.*
- *Expand the runway for safety.*

- *Ensure that a ferry system would survive in our county and that hopefully it would be opened up statewide.*
- *Provide greenways, bikeways and efficient public transportation.*

Fifteen percent of sessions suggested establishing **recycling** on the island. Some of the actions recommended included:

- *Privatize waste collection and establish recycling system.*
- *Make recycling and garbage sorting mandatory for every household and introduce bottle bill. Waste sorting facilities will provide jobs.*
- *Make recycling easier through education, incentives, infrastructure and reusing more.*
- *Set up recycling and research technology around it.*
- *Develop recycling system as part of diversifying economy.*

Water issues were addressed by 23.4% of sessions. Some of the actions recommended included:

- *Take advantage of desalinization of ocean water to counteract the water shortage due to drought.*
- *The public needs to be made aware of water issues on an on-going basis.*
- *Promote more extensive use of recycled water (i.e. desalination for irrigation).*
- *Recycle and treat sewage water for irrigation, use more natural fertilizer for growing fruits and vegetables.*
- *Drill more wells for water, do sustainability study and water study to determine island's capacity.*
- *Promote and reward water conservation; penalize water waste.*
- *Examine the opening up of water (i.e. Hāna water going to Wailea area). Improve water resource management (including recycling) and address priorities of water distribution (i.e. resorts vs. sugar). Compile accurate data on where the water is and where it is going. Control growth: find water before building more condos, etc.*
- *Raise taxes on vacation homes and funnel funds to improving sewage treatment and water system.*
- *Develop a second deep water harbor (we are only island that has one).*
- *Keep open space and access to ocean. Keep water runoff from ocean. Educate the community about the environment.*

Many other sessions expressed concern for **limiting the negative impacts development can have on the environment, culture, and community**. Some of the actions and comments included:

- *Improve infrastructure (transportation, water, utilities, housing emergency) without leaving any group behind, damaging the environment, losing our culture or sacrificing basic needs.*
- *Set up infrastructure standards (environmental impact, water) prior to development approval.*
- *Develop dual water system (potable for home and secondary water reused for golf courses / lawns). Promote smart growth to reduce transportation needs. Promote alternative fuel cars and alternative transportation.*
- *Allow for community input prior to building structures. Increase awareness of where our natural resources come from and about how to conserve water by means of a program that will reach out to each household, hotel room and condo rental.*
- *Improve resource management, conservation, protection and restoration. Work for more balanced planning, more consistent application processes and enforcement of laws, encourage more participation in planning. Encourage and support sustainable ventures and small business. Enhance and maintain people and environmental balance.*
- *Promote solar powered homes and wire homes that generate more than they need to feed back into the grid.*
- *Promote wind power, solar energy and sustainable living community that balances natural resources with human needs (jobs, housing, water, energy, food) to benefit all people not just the million dollar houses.*

Many actions expressed by Focus Maui Nui sessions specifically addressed the **funding of expanded infrastructure directly attributed to new residential and commercial developments**.

- *Issue luxury tax on real estate over \$1 million to help fund county needs.*
- *Limit speculative housing developments, raise taxes on vacation homes and funnel funds to improving sewage treatment and water system.*
- *Charge car users fee to fund removal of abandoned cars from our lands.*
- *Make developers pay for infrastructure (schools, roads, utilities) needed due to their developments.*
- *Charge (speculative) investors higher taxes to offset having to increase residents' taxes. Force investors to fund infrastructure to support each individual development and make certain they fall within guidelines of 'master planning' communities. Demand higher tax from non-residents.*

Education

Education is one of the top concerns for Focus Maui Nui participants, and 58.8% of sessions addressed improving education in some form in their actions. Fifteen percent of these sessions suggested **increasing teachers' pay**. Almost as many sessions (13.9%) called for the **establishment of a four-year university** in Maui County. And 11.8% called for local control of schools. Many sessions advocated for **more parent and community involvement in the schools in the form of assisting teachers, tutoring students, offering apprenticeships in businesses for students and fundraising**. Other recommendations and suggestions include:

- *Support education, then everything else will fall into place.*

Increase Teachers' Salaries:

- *Increase teachers' pay, hold principals and teachers accountable, improve facilities and supplies, decentralize system for more local control, promote greater family involvement and provide more after-school programs.*
- *Provide salary increase for teachers, improve facilities (sports programs), provide for qualified assistants, reduce teacher turnover, request financial assistance from state foundations, prepare our kids for college, increase parent involvement, change to year-round school with one month break.*

Establish local School Board:

- *Increase local control of schools with local school board.*
- *Improve education under local control of schools.*
- *Create island board of education.*

Establish four-year University in County:

- *Increase the tax base (i.e. property tax) to provide revenue to county for 4-year college and educational institutions that impart skills for an employable, diverse workforce.*
- *Create Resource Management program at 4-year UH to be situated on Maui.*
- *Offer more diverse college degrees in county and offer scholarships for locals who will commit to returning and teaching on Moloka'i.*

Facilities:

- *Build high school in Kihei.*
- *Build more small community schools.*
- *Expand number of high schools, improve conditions within classrooms (i.e. A/C), incorporate information infrastructure into curriculum (Internet access).*

Instructional Content:

- *Incorporate more fine arts into education by training teachers in how to use fine arts in teaching. Provide more funds and resources for training to allow education and fine arts to work cooperatively. Lengthen the school day to allow for added curriculum.*
- *Create more programs like Nā Pua No'eau. (This program services students of Native Hawaiian ancestry from kindergarten through grade 12 statewide and aims to raise the educational and career aspirations of Hawaiian children and their families.)*
- *Support drug prevention programs!!*
- *Support new program starting this year at Kaunakakai High School (natural resources academy) to explore vocations.*

Community Involvement:

- *Increase community / family involvement at schools.*
- *Mālama i ka 'āina: conduct community education program on mālama i ka 'āina as way of life. Conduct mālama i ka 'āina program in all grade levels and through media campaign for life long learning.*

Vocational Training:

- *Incorporate into education youth camps that focus on living in harmony with environment. Include topics such as zoning categories, ecological clustering (could set model for Maui), communities, homes, and government practices / laws codes.*
- *Improve education and job opportunities through vocational and tech schools.*

Funding:

- *Offering affordable housing (for teachers) will expand business opportunities and will directly benefit resources for education.*
- *Create lottery system to help fund education. Keep money here instead of sending to Las Vegas (Hawai'i spends \$500 million in Vegas).*

Environment and Natural Resources

Considerable concern for environmental preservation was expressed by Focus Maui Nui sessions spanning across most categories of action (including **organic farming, eco-tourism, recycling, alternative energy, and land-use development**). Some used the terms “sustainability” and “self-sufficiency” in describing how actions in economic development, agriculture, infrastructure, land-use development and education should be pursued. About a quarter of Focus Maui Nui sessions specified **preservation, conservation, stewardship and control of invasive species** in their actions. Some of the recommendations include:

Preservation and Stewardship:

- *Preserving and promoting our natural resources and the environment is the highest priority by which all other decisions in Maui County should be made. This means promoting the use of sustainable, renewable and alternative energy sources, pursuing responsible waste management, growing local food through organic agriculture and controlling growth and planning.*
- *Improve control of alien species.*
- *Improve community health and well being. This is important to improve local political climate so that the silent voices are heard in preserving the natural environment. Establish standards that will assure the protection of our natural environment for each community theme.*
- *Create higher taxes in order to preserve natural resources.*
- *Work in harmony with environment by not desecrating the land, cutting down all of the native trees and vegetation and no more selling of ancestral land. No more land for sale.*
- *Re-vegetation and reforestation with native plants provide for erosion control, animal sanctuaries and removal of non-native species, and all work to protect the watershed which in turn protects the reef.*

Targeted Economic Development:

- *Substitute environmentally damaging jobs with ones that benefit the natural environment.*
- *Create jobs that encourage self-sustainable living, and that aim to preserve and conserve the environment, like fishponds and the work at Mo'omomi.*
- *Make certain that promoting new business (large and small) does not affect environment in negative way.*

Environmental Education:

- *Educate the population and tourists / visitors that respect for our natural capital "the environment" ensures a strong economy and a healthy society.*
- *Educate people about environmental protection (ocean, mountain, air), and form consortiums between environmental groups and businesses to come up with solutions (like Pacific Whale Foundation). Bring all key stakeholders together.*
- *Mālama i ka 'āina: conduct community education program on mālama i ka 'āina as way of life. Conduct mālama i ka 'āina program in all grade levels and through media campaign for life long learning.*
- *Maintain and enhance education about protecting our environment. Emphasize eco-friendly energy sources.*

Taxation

Over one third (35.4%) of sessions mentioned taxation in some form. These actions generally fell into six themes: **incentives, penalties, anti-tax, increases for education, inequities in tax burden, and local control of revenue**. Focus Maui Nui groups were more likely to offer tax incentives for favorable behavior in the community, such as environmental protection and conservation of resources, use of renewable energy sources, support for social services or education, than they were to suggest levying new or increased taxes. Some groups called for no new taxes in specific areas. Where new or increased taxes were suggested, they were usually connected to **penalties for environmentally unsustainable activities**. Focus Maui Nui participants were more likely to recognize the need for increased tax revenue for education than for any other cause. Concerns frequently arose over a sense of inequity of tax burden in a county with great economic disparity, and specific reference was often made to part-time residents. Some groups not only advocated more independence from the state but also from the county and its control of tax revenue.

- *Demand tax equity of part time residents.*
- *Improve collection of taxes, analyze tax income of individuals and corporations to look for inefficiency and loop holes (offshore residents).*
- *Reduce personal taxes.*
- *Issue luxury tax on real estate over \$1 million to help fund county needs.*
- *Develop detailed tax laws: example tax mainlander a lot more than local buyer on the purchase front. If mainlander is occupant, return the tax back after an extended period of time. Maintain a rainy day account. Keep Maui economic decisions in Maui.*
- *Reduce taxes, size of government and regulations. Conduct independent audit of County government.*
- *Levy property tax for education in community.*
- *A percent of taxes that gets generated at the local level should be spent on the issues of the local area. All occupancy tax should stay in the local area and be allocated with sensitivity for the needs of the county.*

Land Use Planning and Development

There is a general sense among Focus Maui Nui sessions, that the community's interests have too often been ignored in the face of particular interests of well-financed developers and well-positioned public officials. About one in three sessions (29.7%) demanded **responsible, community enhancing land use planning as well as adherence to quality architectural standards.**

- *Build housing in areas that will not damage the beauty of Maui. Stop destroying historical sites.*
- *Stop creating eye-sores. Plan more green belt. We are a lush resort destination.*
- *Landowners need to allow accessibility to our natural resources (beach access). Listen to town meetings and groups. Get off the pipe. Set up zoning rules and stick to it. Build with natural materials. Planners need to assess impact on natural resources (water) and environment before developing. Plant native plants on old agriculture lands (keep agriculture land, agriculture land).*
- *Demand stricter enforcement of environment / zoning / junk cars, etc. Make people accountable.*
- *We need smart community planning and slow growth practices to prevent overpopulation and to reduce transportation needs. We need good elected officials.*
- *Make county building codes reflective of building for tropics.*
- *Demand strong enforcement of plans, limited access by big money and outside developers. We need more forums like this (Focus Maui Nui) to empower local people and communities. Create permanent citizen advisory committees at district level.*
- *Manage growth through integrity and focus on what is good for long term sustainability and local residents rather than on projects of greed.*
- *Support smart growth initiatives, look to preserve open space in key areas, designate appropriate growth areas that are healthy for the community, designate agricultural areas to support the needs of the resident population and protect reefs and surfing spots.*
- *Improve long term, coordinated planning. Study other communities for "best practices" and good ideas for development. Residency should be requirement for offerings of affordable housing.*
- *Promote sustainable communities: reduce dependence on fossil fuels, promote energy efficiency and be educated about impacts of infrastructure on 'āina especially regarding energy.*

- *Get more people involved to develop a mission statement defining quality of life that provides parameters that can be referred to when a question about developments comes up.*
- *Architecture should be compatible with Maui's environment — no “big box” buildings.*
- *Require residency prior to purchasing property.*

Accountability of Public and Elected Officials

A distinct sense of disappointment and frustration was revealed regarding political processes in general in the community. Even where responsible legislation has been enacted, especially pertaining to land use and development codes, there is a strong feeling that the laws have been regularly ignored or selectively enforced. Through the many action statements addressing integrity, accountability, transparency and decentralization in community decision making, a strong feeling arises that the **interests of the community have been side-lined too many times seemingly in favor of particular (well financed) interests.**

- *Enforce planning rules no matter how much money developers have. Monitor developments consistently and competently. Require officials to have higher qualifications for positions other than just be appointed. Prioritize issues.*
- *Elected leaders need to listen to the voice of the community, do what is right and not simply what is politically expedient.*
- *Listen to the quiet voices in the community. Act responsibly, enact good laws and enforce them.*
- *Manage growth through integrity and focus on what is good for long term sustainability and local residents rather than on projects of greed.*
- *Demand strong enforcement of plans, limited access by big money and outside developers. We need more forums like this [Focus Maui Nui] to empower local people and communities. Create permanent citizen advisory committees at district level.*
- *Make the planning process for affordable housing less political. Community plans should be followed and stiffer regulations on developers enforced. The public needs to be made aware of water issues on an on-going basis.*
- *Establish growth boundaries and take action to develop firm regulation to control development.*
- *Encourage community based and reality based decision making and encourage authenticity.*

Small Town, Rural Identity

Focus Maui Nui participants feel very strongly about maintaining the character of their communities. Many sessions expressed actions that illustrate that they view **economic value in the preservation of small town, rural identity**. Almost half the sessions (44.3%) advocated **economic diversification through supporting small business, cottage industries and family farms**.

- *Develop goods and services that are unique to Hawai'i to market world wide (goods, raw sugar).*
- *Create ways for families to stay here by promoting new job industries of local products (flowers, clothes, island produce) and improving education and training of basic skills to support them.*
- *Develop recycling system as part of diversifying economy.*
- *Strengthen economy by promoting small businesses to keep money on Maui.*
- *Gear economy toward farming industry and family / small business.*
- *Create business that doesn't cause loss of culture (e.g. Hawaiian cultural center for residents and visitors like Ulupalakua Ranch initiatives). Form coalition of stakeholders to collaborate with how business fits in with community.*
- *Offering affordable housing will expand business opportunities and will directly benefit resources for education.*
- *No more monopolizing companies.*

Almost one in three (31%) Focus Maui Nui sessions viewed environmental preservation as well as **access to natural resources** as vital to preserving Maui County's local community character and main economic resource, its natural beauty.

- *Preserve coastal access, make land affordable for agricultural business and use (west side sugar cane fields), develop good long range planning (population growth, transportation, etc.) and retain "sense of place" through architectural standards.*
- *Protect islands' rural identity.*
- *Re-vegetation and reforestation with native plants, erosion control, animal sanctuaries and removal of non-native species all work to protect the watershed which in turn protects the reef.*
- *Monitor commercial fishing.*
- *Create jobs through environmental restoration.*
- *Incorporate local culture into business policies. Use environmentally sound business practices and operations and offer incentives for business.*

Agriculture

Diversifying agriculture and supporting small farms was called for by 27.8% of Focus Maui Nui sessions. Many called for **increased local production of food** and some want the focus to be on **organic production**. These Focus Maui Nui sessions see multiple benefits in expanding local agriculture, such as development of a viable, local market that will support family farming, create jobs, maintain the local rural identity, and improve environmental sustainability in the county.

- *Open local businesses in support of farming jobs, aqua-culture, landscaping (i.e. native Hawaiian), livestock programs, and create educational facilities to teach youth about farming and all forms of sustainable agriculture.*
- *Gear economy toward farming industry and family / small business.*
- *Promote aquaculture as economic driver that also serves to use natural resources to preserve natural ocean life (from poachers) and replenish the animals reared within. Focus on work ethics training.*
- *Forty acre Hawaiian homesteaders were meant to create a way for locals to farm and produce an income, but since no infrastructure or equipment was provided, they have had to get other jobs.*
- *Preserving the natural environment can work with strengthening the economy if the right jobs are created. Issue moratorium on construction of golf courses and offer tax breaks to small scale farmers.*
- *Support local growers by having more community farmers markets.*
- *For the sake of civil defense, grow food on Maui. Grow "local organic" food, create partnerships with all markets and provide 40-50% of food for civil defense. Make agricultural land available and utilize private property for agriculture passing legislation if necessary. MECO should partner on legislation. Create community gardens, promote alternative energy and ensure that organic agriculture becomes the model for local food production.*
- *Diversify agriculture, build aqua duct and ensure safe water storage upcountry to support small scale agriculture over luxury housing.*
- *Diversify agriculture by growing bamboo and our own food.*

Cultural Heritage

Many Focus Maui Nui sessions (18.3%) expressed the value in **respecting and celebrating Maui Nui's rich cultural heritage** in terms of its traditions and diverse cultural groups.

- *Make aloha our guiding force.*
- *Develop Hawaiian multi-cultural forums (political cultural center to preserve and educate people on all different cultures).*
- *Maintain culture: Put kupuna on Maui Visitors Bureau. Grow taro, make poi, build canoes and go paddling, maintain fishpond, understand and preserve petroglyphs, learn land healing. Increase opportunities to understand and support cultural heritage more than just for entertainment. Include cultural content and Hawaiian history in education. Control invasive species. Exercise ho'oponopono justice.*
- *Use media to promote cultural leaders.*
- *Make laws and rules that will allow host culture to practice cultural traditions by ensuring indigenous and gathering rights.*
- *Activate county cultural commission to work with different groups as a resource and to promote cultural events. A cultural resource commission could be more helpful at publicizing events. Create a position for a cultural resources coordinator within the county.*
- *Encourage local people in education people about culture without becoming commercial. Keep it real! Get people to help with taro fields.*

Technology

There is a general interest among Focus Maui Nui participants in **stimulating economic growth through technology** industries. Over 9% of sessions identified **encouraging high-tech companies to locate in Maui County** as a worthwhile means for economic development. Many sessions recognized the potential benefits to the community in hosting the **combination of a four-year university with a research** center. Many sessions suggested specific fields of study for such a research center that would be appropriate to Maui County and whose research would serve to stimulate further economic growth in the county (alternative energy, environmental sciences, alternative agriculture, health industry, marine biology).

- *Promote high-tech ocean related industry and provide more affordable housing as an incentive for businesses to locate on Maui.*
- *Create college for marine biology.*
- *Promote research for more efficient alternative energy through tax credits for research and development. Issue penalty [for use of fossil fuels] (like in tobacco settlement) to fund research and development for alternative energy production.*
- *Integrate tourism with the health industry. Make Maui a premier health and wellness destination. This will create research jobs (integration of medical technology, wireless monitoring of health vital statistics for patients) and can integrate with the preserving the environment.*
- *Promote education of environmental sciences ('āina) at Maui Community College: recycling, equipment recycling, alternative energy sources (wind, solar). This will create new local industry in environmental sciences and new jobs. Diversify agriculture with legalized hemp production.*

Visitor Industry

Refining the quality and sustainability of the local visitor industry was called for by 12.6% of Focus Maui Nui sessions. Over half of these called for a refocus toward and promotion of **eco-tourism**. The expressed aim is to simultaneously encourage economic growth and preserve what draws people to Maui County in the first place, its natural beauty.

- *Use eco-tourism as a way to diversify business and enhance habitat and culture.*
- *Create incentives for businesses and tourism industry to be more eco-friendly. Create incentives for hotels to be “green.” Promote alternative energy sources and clean technology. Make Maui a health center of the world.*
- *Promote Maui as a spiritual, healing, nature retreat.*
- *Quality tourism, not quantity tourism. Create / promote more unique eco-tourism and Maui-unique experiences. Preserve the aloha spirit. Preserve natural resources.*
- *Educate the population and tourists / visitors that respect for our natural capital "the environment" ensures a strong economy and a healthy society.*
- *Allow for community input prior to building structures. Increase awareness of where our natural resources come from and about how to conserve water by means of a program that will reach out to each household, hotel room and condo rental.*
- *Educate and inform public about land use planning and its impact on tourism. Develop managed growth plan. Inventory current development in process and assess impact on infrastructure. Address adequate and efficient public lighting.*
- *Preserve environment by not using chemicals and poisons (in industry and agriculture), but by promoting eco-tourism.*
- *Use all forms of environmental restoration as eco-tourism.*

Many actions called for heightening the quality of Maui Nui’s tourism in general by **enhancing the islands’ cultural tourism** and promoting **spa tourism (health and wellness)**. The notion is that refining the quality of tourism offered, will have less of a depreciating impact on the natural environment and quality of life in general.

- *Promote celebration of Hawaiian culture and link health and wellness (industry) to Maui’s identity.*
- *Create land trust, reducing access restriction by looking at what New Zealand has done with eco-tourism and make a more cultural and traditional visitor experience.*

- *Integrate tourism with the health industry. Make Maui a premier health and wellness destination. This will create research jobs (integration of medical technology, wireless monitoring of health vital statistics for patients) and can integrate with the preserving the environment.*
- *Expand education-based tourism (culture & environment).*
- *With tourism, encourage emphasis on dominant cultures (Hawaiian, Japanese, Filipino), eco tourism, but keep Maui, Maui.*

Recreation

A few Focus Maui Nui sessions expressed actions with specific recreational opportunities and entertainment events that would both stimulate tourism and be enjoyed by locals. Some sessions expressed the desire for creating more parks and some separate parks for locals.

- *Support international sporting events and open air markets.*
- *You've got to do more for the children growing up here. Get some activities going for the kids like free movies, skateboard parks, pool halls or bowling alleys.*
- *Build multi-purpose public facilities.*
- *Create more parks and bike paths.*
- *Support beach parks and recreation. Provide for beach restoration and for restrooms in parks.*
- *Provide access to beaches for locals and tourists alike and respect native rights.*
- *Move portion of Honoapi'ilani Highway (from Pali to Lahaina) inland to create more ocean recreation activities and open space.*
- *Provide better services for youth and better recreational opportunities.*

Health

Almost 13% of Focus Maui Nui sessions formulated actions related to health services. Many expressed concerns for the inequity in healthcare. Some sessions directed actions toward the **care of uninsured residents** in the community.

- *Provide access to health care for low income or uninsured residents and donate services.*
- *Grant doctors tax credits for treating patients without coverage.*

Some called for actions to help **remedy the inefficiencies** in the healthcare system.

- *Direct a percentage of hotel tax collected to fund healthcare.*
- *Increase government regulation of insurance.*
- *Allow more competition among healthcare providers.*
- *There's no better dollar spent then through preventative care.*

Almost 11% of Focus Maui Nui sessions addressed **substance abuse** and many had specific ideas for community action.

- *Address substance abuse with stiffer penalties and laws. Get more in touch with the youth, DARE, etc. Create more treatment centers, incentives to stay clean and an anti drug campaign.*
- *Unions need to get behind drug testing and solve drug problem.*
- *To counter substance abuse, Moloka'i has created programs that incorporate environmental preservation work.*

Some sessions voiced concrete actions to meet specific needs.

- *Build hospital on west side with more birthing rooms.*
- *Provide for Moloka'i-based psychologist and psychiatrist, Moloka'i based agencies with adequate funding and staffing and better hospital and medical facilities.*
- *Create community health center (on Moloka'i).*

Quality of Community

Focus Maui Nui session actions display a strong sense of community values. Many sessions expressed actions for **nurturing quality in community**. These actions stress inclusivity, community involvement, fairness (equality under law, share of tax burden), accountability (leaders, residents, developers), affordable housing and family support.

- *Give regular awards to people who devise and implement creative strategies for nurturing the people.*
- *Encourage people to try something new and keep an open mind. Be mindful of what you say especially in another language. Speak the language of the majority in the room. Parents, teach children respect for other cultures and teach the culture by using the elders.*
- *Become more involved; become more informed!*
- *Empower our residents to be pono.*
- *Get more exercise!*
- *Increase community involvement. Vote! Participate or don't complain. Care about Maui and volunteer for community service.*
- *Form partnership and connection in community; coordinate services so there is a safety net and no redundancies.*
- *Strengthen the economy by creating quality jobs and affordable housing, so parents won't have to work 2-3 jobs to pay bills (or engage in illegal activity such as selling drugs to make ends meet).*
- *Protect local and native residents from having to pay higher taxes because rich people buy and build and cause tax increases.*
- *Empower the Hawaiian community, hire more locals at the hotels and establish more cultural centers.*
- *Address growing economic disparity in community, the widening gap between the haves and have-nots, and leaving people behind. Encourage balance and develop partnerships in the community.*

Basic Needs

There is a common feeling among most Focus Maui Nui participants that **no one should be without basic needs**. A good number of sessions voiced actions directed toward social services, but there was also a general concern in some sessions that taxes should not be increased to cover additional services. A distinct few sessions called for starkly reducing local government services and jobs.

- *Strengthen 'ohana by providing more opportunity for family therapy, more family strengthening activities, child-rearing classes.*
- *Expand opportunities for early child care / preschool.*
- *Require tougher qualifying and screening procedures for social service applicants. Work closer with private entities and apply for grants.*
- *Require residency for welfare services.*
- *Support public safety by encouraging more training programs in prisons that are started at an earlier point in the prisoner's term. Many of them are returning to our communities without a meaningful opportunity to change their errors in thinking. In the long run, more programs and education will bring back healthier individuals with a sense of empathy toward others and will reduce the costs related to recidivism. Self sufficiency will help them become contributing members of the community.*
- *Encourage donations instead of raising taxes for social and human services.*
- *Form partnership and connection in community; coordinate services so there is a safety net and no redundancies.*
- *Adopt special projects for youth center to help elderly in their homes and especially in nursing homes or to help in schools.*
- *Audit social services to ensure needs are being met and funds are not wasted. Be accountable for public funds.*
- *Population boom has had heavy impact on social services.*

Community Empowerment

Not only do Focus Maui Nui sessions action statements command **greater accountability from political leaders**, they call for community empowerment, vigilance and involvement.

- *Educate political process early in school; reintroduce political process through community groups and events.*
- *Media should provide voting records (of elected officials), more local coverage and also coverage about positive achievements.*
- *Promote town hall meetings and grassroots participation.*
- *Activate more civic engagement in school, look to the future, not the past.*
- *Pay attention!*

Many times participants voiced the significance of **community involvement**, but some formulated their **call to action around the outcomes of Focus Maui Nui**, that the **communication be sustained** and the **vision conceived from this process be carried out into fruition by all parties in the community, especially by the elected officials.**

- *A general planning process may be visionary (FMN) but there needs to be political will.*
- *Cultivate community consensus, Focus Maui Nui.*
- *Sustain communication by continuing FMN sessions in future, presenting progress reports, facilitating more frequent feedback, and presenting results to community association meetings at frequent intervals.*
- *There aren't enough people there taking action and contributing. Leaders need to make FMN a priority. Coordinate and educate on what the issues really are. Promote voting and getting people more aware and active in social issues.*
- *Follow thru on FMN.*

Lānaʻi and Molokaʻi

The actions suggested by Focus Maui Nui sessions located on Lānaʻi and Molokaʻi were similar in four areas, but otherwise stressed different needs from one another and from Focus Maui Nui sessions located on Maui. Participants from Lānaʻi and Molokaʻi called for the need to **consider each island and its unique needs individually from Maui**. Both called for action regarding the **quality of land-use development** and controlling its impact on the environment. Like Maui, Lānaʻi and Molokaʻi expressed the need for improved education. However, more frequently than on Maui, participants from Lānaʻi and Molokaʻi specified the need for **expanded opportunities for vocational training and apprenticeships** with local businesses. They also proposed offering **scholarships to encourage local people to become teachers**. Like on Maui, Lānaʻi and Molokaʻi encouraged support for expanding and diversifying local agriculture and often tied it to the term “self-sufficiency.” Also like on Maui, participants from Lānaʻi and Molokaʻi encouraged improved community involvement. More so than Maui, however, they expressed actions concerning the interpersonal behavior of their immediate fellow islanders.

Encourage people to try something new and keep an open mind. Be mindful of what you say especially in another language. Speak the language of the majority in the room. Parents, teach children respect for other cultures and teach the culture by using the elders. (Molokaʻi)

Actions specifically pertaining to economic development differed slightly between the two islands. While both called for economic diversification, Lānaʻi sessions more frequently voiced this with actions in support of small business. Molokaʻi sessions more frequently called for **connecting economic development with environmental preservation** (conservation, recycling, alternative energy) and did so at a higher rate than Maui sessions. Lānaʻi sessions more often than Molokaʻi sessions expressed actions regarding improving infrastructure, specifically **inter-island transportation**.

While participants from both islands expressed actions calling for increased community involvement, the participants from Molokaʻi specifically called for **increased local control** and increased voice at the county level for Molokaʻi’s interests.

Participants from Lānaʻi expressed actions related to social services mostly in the area of **supporting family structures and youth services**. Participants from Molokaʻi, on the other hand, expressed more social service needs in general. Actions related to health services as well as actions specifically directed toward the **treatment and prevention of substance abuse** were commonly articulated among sessions on Molokaʻi.

More frequently than on Lānaʻi, Focus Maui Nui sessions on Molokaʻi regularly formulated actions expressing the need for **nurturing and respecting local cultural heritage and values**. This concern for maintaining cultural values and native rights arose **in almost every context mentioned: economic development, education, healthcare and environmental protection**.

Analysis
Of
Exercise 5
Messages

Messages to Those Who Will Help Enact the Vision

At the conclusion of each Focus Maui Nui session, participants – in small groups – created “messages” to send to those they believed needed to understand the information they had discussed at the Focus Maui Nui session. These open-ended messages were directed to a range of audiences and captured a wide variety of sentiments. The following examples provide an impression of the overriding flavor and themes of the many messages produced by all the Focus Maui Nui sessions.

Audiences Identified

The following groups / audiences for Focus Maui Nui messages were frequently identified by participants:

- Elected and Public Officials (including some messages intended specifically for the Mayor, the County Council, the Governor, and the Planning Commission)
- Residents / General Community
- Businesses / Private Sector
- Media
- Educators (including the Board of Education)
- Nonprofit Sector
- Youth and Children
- Developers
- Landowners
- Visitors (Tourists)

Overview of Messages

- Many messages reflect participants’ sense that all Maui County residents, businesses, and visitors need to be (or become) involved in order for Maui Nui to move forward in a positive direction. Often, the messages challenged residents to become better educated and better informed about community needs, and then to take action.
- Most messages were optimistic, believing that although more could be done to make Maui County stronger, there was a sense of a bright future for Maui Nui.
- Messages often spoke of the importance of simultaneously preserving Maui County’s assets – while pursuing development and encouraged a balanced approach to decisionmaking at all levels.

- A desire for creative, community-specific (or island-specific) solutions to challenges, was expressed consistently.
- Participants perceived that everyone in the county needs to work together to ensure that the vision of the community, as expressed through Focus Maui Nui, gets translated into action.

To Elected and Public Officials

Among the most common “messages” to government (and public officials) were those reminding elected officials to consider the feelings of “everyday people.” Many groups asked government officials to do a better job of communicating with the public, listening to the people, and avoiding the lure of special interests. Time and again, groups pleaded for decision-making and actions based on the community’s true will, rather than on the opinions of a few who are vocal. Groups asked for government to monitor the effectiveness of its laws and plans, to enforce the rules, and to be accountable. Examples of messages include:

- *“Communicate with us continually (via meetings, newspaper, Internet) to allow ongoing input and for us to understand financial impacts.”*
- *“Strive for the long-term benefit of the community and not short-term political solutions. Consider the overall public benefit versus the voice of the vocal minority.”*
- *“There needs to be action: Just do it!”*
- *“Thank you for your support. Please abide by rules you’ve created. Support us with what we want.”*
- *“Think before you act. Think long term and don’t be swayed by your own passionate personal agendas.”*
- *“Do not be cornered by a vocal minority in your decision-making because of your fear of the media.”*
- *“Make decisions based on a vision for general good for the true majority of the public.”*
- *“Make decisions — don’t just talk about them. Don’t be afraid to be decisive; empower (educate, train, team build) employers / administration to understand the needs and goals of the public and incorporate these desires into their departments and everyday actions.”*
- *“Politicians need to interact more with every day working people and listen to them.”*
- *“We appreciate the opportunity to voice the opinions of a cross-section of residents — thanks for listening to Focus Maui Nui.”*
- *“Priorities should be set to address the needs of the full-time residents of our community. Profits from development should not come as costs to the community. The future of Maui needs you to focus on our community.”*
- *“Keep the promises you made to us that got you elected.”*
- *“We’re worried about Hawai’i’s future. Take the time to listen to your constituents’ concerns. Make decisions based on our needs and not your political futures.”*

Another recurring message to government was that competing issues need to be addressed in a balanced manner. Many groups created messages that reflected and confirmed decisions they had reached during the session (e.g. that there are several issues or “themes” that require attention and that it is important to balance competing priorities).

- *“We are sensitive to over-development and the need for affordable housing, good jobs, small businesses.”*
- *“Explore the delicate balance between economics and quality of life for those living here. Protect these islands for the next generation and for their chance to own a house and raise a family, too.”*
- *“The economy, the environment, and infrastructure are out of balance and affecting the quality of life here in Maui Nui.”*
- *“As a center of social and economic change, Maui wants to protect and preserve our environment and culture while creating a sustainable framework for economic growth and social services (i.e. health and education).”*

Some groups used the exercise as an opportunity to develop messages as vehicles to provide suggestions for their individual communities, in terms of education, employment, housing, roads, and planning.

- *“Water from Hāna is going elsewhere, there is no affordable housing here, and there aren’t enough educated people to fill the jobs. People with wealth, who have the opportunity to drive to Wailuku and represent Hāna, give a warped sense of what Hāna wants.”*
- *“Kihei is growing too fast.”*
- *“Improve our up-country roads to eliminate jams.”*
- *“Moloka’i needs more classrooms and teachers.”*
- *“Approach West Maui’s needs with a farsighted approach: look both ways; aim for balance. For the future of West Maui we want utilization of tax dollars for the West side, who brings in the money, to be appropriated toward infrastructure (i.e. affordable housing, education, hospital / health services, roads). Your job depends on our future.”*

Some groups sent messages to government indicating limits to development. They stressed that planning should be appropriate for Maui County and should contribute to a sustainable future for the islands. Several stressed the importance of protecting the islands’ assets now, before those assets disappear.

- *“Changes are happening but we can still keep Maui great.”*
- *“We want to see good planning. Avoid highways and high rises—we don’t want Maui to be Southern California or O’ahu.”*
- *“Strengthen native species and protect natural resources to preserve the local quality of life.”*

- *“The look and feel of Maui is most important — preserve our quality of life at all costs.”*
- *“Maui's mystique is slipping away rapidly. We need to act just as rapidly to preserve our Maui, not just for visitors, but for our residents now and in the future. We should promote eco-tourism as a way of retaining our uniqueness, Hawaiian culture, and natural beauty.”*
- *“We need a long term plan to create and maintain a thinking community on a beautiful island on which the economic, social, and environmental needs are kept in balance and the nature and culture of Hawai‘i are preserved.”*
- *“As representatives of the rural voter community of Maui Nui, specifically, Hāna and Kipahulu, we wish you to know that your reelection depends on your upholding the ‘āina as topmost priority in all decisions as specified in the constitution. We expect you to stop all development and expansion plans until an assessment of all resources, native plants, etc. is done. From now on, The Life of the land is Perpetuated in Righteousness. Aloha.”*
- *“Support self sufficiency in order to create new jobs. Explore natural resources to create energy and water sources (geothermal, solar, desalinization, hydroelectric), support hybrid agriculture (look at Monsanto corn). There are too many construction companies and realtors!”*
- *“Please plan wisely using the hindsight of our past three generations and foresight of the next three generations. Take this into consideration when making decisions for the future of our islands. Serve in righteousness not in selfishness and be accountable. Ua mau ke ea o ka ‘āina i ka pono — the life of the land is protected in righteousness.”*
- *“We urge you to preserve the environment by enforcing zoning regulations, following the community plan, and preventing further abuse. Promote lower density up-scale second homes to provide more money for environmental issues including purchasing land for parties and beach access.”*

Some groups expressed concern with what they view as a lack of responsiveness from state government and state level agencies to Maui County’s unique needs. Some messages appeal for appropriate action; others call for decentralization of responsibility, specifically in terms of planning, infrastructure decisions, and in the creation of a local school board.

- *“Get elected officials on O‘ahu to recognize us. Have our needs and opportunities met but don't compromise environment and aloha spirit, decentralize from O‘ahu, maximize green space and park space.”*
- *“Education is a top priority and we want it maintained at the local level with local school boards. We recognize the population in Maui is going to expand but we believe the government has a responsibility to do it smartly and with forethought. We want to minimize the negative impact on environment, culture, and social structure.”*

- *“To the Honorable Governor Linda Lingle: Maui is in dire need of affordable housing for the local people. We believe that Maui has different needs from other islands, and we want to keep Maui the special place it is.”*
- *“Stop resisting the concept of local control of Hawai‘i’s schools. Local school districts are essential.”*
- *“President Dobelle: We are very concerned students attending Maui High School. Upon attending a meeting sponsored by Focus Maui Nui, the subject of education has caught our attention. We are appalled that the effort to construct a university on Maui has occurred at such a slow pace. In order to improve the local economy, our island needs a university to provide a local work force. We sincerely hope that our opinions are heard and duly noted. Sincerely, Three High School Students”*
- *“Appropriate more funding for education and start paying our teacher a living wage!”*
- *“Maui County is the fastest growing county in the state. Therefore, we need to address our infrastructure needs immediately, based on projected growth rates versus current rates and with community input.”*
- *“Make tax policies that support land preservation.”*
- *“Eco-tourism should be given more attention as a growing market for Maui County. What tourist market are we addressing? Upscale selective or mass commercialism? Recommend upscale tourism.”*
- *“Leaders’ first step should be creating the infrastructure to increase people’s quality of life.”*
- *“Provide more toddler programs to ensure the development of young children. Child care is too expensive.”*

To the Community

By far, the most common message residents developed for their own community was that residents themselves should become involved and engaged in shaping the future of the islands. In their messages, participants stressed the importance of being informed, of voting, of giving back to the islands, and being part of the solution. Over and over again, a balanced approach to address community concerns was recommended. Examples include:

- *“It takes the participation of all to improve education, the environment, the economy, the quality of life and the political and social climate.”*
- *“Don’t be apathetic. Maui Nui is about everybody.”*
- *“We need to come together as a family to fight for support that’s needed.”*
- *“Think about Maui as your own child and try to raise it the best you can.”*
- *“Think to the future: grow a tree, grow a community, grow up, and educate yourself.”*
- *“It’s the responsibility of every resident to preserve and promote local culture and the natural environment, which are the foundation of Maui Nui’s economic future.”*
- *“Our vision can be realized through community involvement in the political, cultural, and social arena.”*
- *“Give to keep Maui nō ka ‘oi.”*
- *“Take action together. Look at the big picture. Are you looking for a better Maui? Stronger economy, sustainability, safer and healthier communities? Then it's time to focus on education. Support quality education for a quality Hawai’i.”*
- *“By nurturing the children, you promote and protect Hawai’i.”*
- *“Respect our home, the culture, and the environment. Educate our children to be stewards and caretakers of the land.”*
- *“We must develop a sustainable food economy and agro-forestry industry.”*
- *“Conserve natural resources, and address native Hawaiian rights.”*
- *“Start doing something for kids – they are the future.”*

To Business

Several groups directed one of their messages to businesses, asking that the private sector do a better job of relating to and communicating with the people of Maui Nui.

- *“Build consumer backing through better communication.”*
- *“Be more responsible and altruistic. Don’t just be motivated by profit. Be more community oriented.”*
- *“Get involved in the issues – you make a difference. Be a leader and a catalyst for change. People before money!”*
- *“Be sensitive to our community’s issues and be a good neighbor.”*

Several groups encouraged businesses to consider sustainable economic development.

- *“Provide entrepreneurship training and mentors to support the local economy and provide the role model for self-sustainability.”*
- *“Invest in your employees, and promote from within to give back to your community.”*
- *“The tourism and health industries should be responsible and help protect the environment.”*
- *We can help you prosper. We can help you if you help us create a livable community by providing a living wage, safeguarding our cultural and natural environment, helping our families address health needs and wholeness. If we take care of ourselves and those around us, all the other things will fall into place.”*
- *“We the people wish to create a sustainable, locally based economy using organic agriculture as a model for local food production. Explore alternative energy resources to help relieve our dependence on imported oil.”*

To the Media

The messages directed to the media often explored its responsibility in disseminating information about Focus Maui Nui. Participants stressed the importance of making the Focus Maui Nui vision a topic of frequent attention in news reports.

- *“Help us make this Focus Maui Nui message last: Repeat it, keep people informed, get people involved, and make them feel like they matter.”*
- *“Provide public service announcements and commercials or print ads on Focus Maui Nui to get more information and the results out to the public.”*
- *“Publicize the work of Focus Maui Nui. Facilitate community voices being heard; Publicize, encourage and celebrate community collaborations.”*

Some messages included suggestions about issues the media should cover.

- *“Show how the real people of Maui County suffer because of what happens in policymaking.”*
- *“Show that it would create jobs and stimulate the economy within Hawaii to implement an inter-island ferry system.”*
- *“Present a balanced message that reflects what the community feels. Get local Maui news yourself, not off the AP wire from O’ahu.”*
- *“Help us preserve our quality of life; help us preserve our ‘āina. You have a loud voice in our community, we ask for responsible use of your voice in addressing infrastructure, ‘āina, economy, and our quality of life. Do more investigative reporting.”*
- *“The culture and the environment are the economy.”*
- *“Growing organically costs no more and protects our shores. Don’t panic-grow organic.”*
- *“Sustainability in food and energy and preservation of water creates economic strength.”*

To Educators

Because education emerged as a high priority, several groups identified educators (teachers, principals, college instructors, etc.) as groups that need to take responsibility to help plan for the future.

- *“Your input and participation is important educating, preserving, and developing the direction of Maui’s future.”*
- *“Share your ideas to improve education without jeopardizing other services.”*
- *“Educators (administration and principals), educating our kids is our highest priority, we want accountability. Every educator should feel responsible, every kid matters and needs the best education we can provide, involving parents and ensuring kids have after-school programs and tutoring.”*
- *“Teachers, you should be paid more. It would better the system and help prevent teacher burn-out. We support you!”*

Some groups felt educators should pass on the countywide vision to students and to impress upon young people their role in enacting the vision and being good stewards of the community.

- *“Educators have the responsibility to learn and understand Focus Maui Nui and incorporate that information every day in the most inexpensive and impactful way for children of all ages.”*

Some groups want to see schools pay more attention to cultural heritage and values.

- *“Educators, look to the host culture for resources: practice cultural values; incorporate host culture and western learning in schools.”*
- *“Educators, share your knowledge. Education is vital to all to promote economic health as well as mālama the land.”*

A few groups singled out student athletics as an area for further attention.

- *“Student athletics and sports programs need to be strengthened, as they are good for young people and help keep kids off of drugs and out of trouble.”*
- *“Sports programs should not be cut. Charge admission to sports events to help stabilize these programs.”*

To Nonprofit Organizations

A few groups sent messages to the nonprofit sector, stressing the importance of organizations working together for the good of the community.

- *“Collaborate and don’t duplicate services.”*
- *“There is power in numbers when changes are needed.”*
- *“We need organizations with realizations not associations with assumptions.”*
- *“There is a great opportunity to promote sustainable practices, preservation of natural resources, healing of host culture, and revitalization of culture. Through sharing in this great venture in restoration. You are already the ones who care.”*
- *“Chamber of Commerce: Support environmental causes in the business community such as recycling and water and energy conservation.”*

To Developers

Most groups that wrote messages to developers asked that they bring balance to their projects and work to build what’s needed most on the islands.

- *“If Maui County government and the planning commission were to agree to simplify the development process and identify areas of the island to build affordable housing, would you be willing to concentrate your efforts on constructing housing that’s affordable?”*
- *“Be responsible or accountable to build not only homes that are greatly needed but also the facilities for the community, such as schools, clinics, and parks.”*
- *“Development and progress are inevitable. There has to be a way to make this happen without sacrificing the natural beauty of our island life and adding to overcrowding.”*
- *“Consider the impact that any growth will have on our community.”*

To Landowners

Some groups appealed to landowners to take more responsibility for the greater good of the community and the environment.

- *“Give back in direct correlation with what you have because we are a family and we want to know what can you give our family not just what you can take from us.”*
- *“Large land owners, you have a great responsibility to the sustainable stewardship of the land. Preserve the land.”*

To Visitors (Tourists)

Most groups that sent messages to visitors asked that they treat the islands and native culture with respect.

- *“Honor our cultural values. Have an attitude of gratitude.”*
- *“Respect our home, the culture, and the environment.”*
- *“Visitors, care about quality of life for residents and visitors. We want your participation in preserving it.”*
- *“Visitors, become part of Maui marketing, we are an ecotourism destination (we need to further develop eco-tourism and Maui experiences. Enjoy and respect our islands and culture, learn what aloha is.”*
- *“We welcome you to come and enjoy the natural beauty of our islands while having respect for the Culture, People, and our Land.”*
- *“Please be considerate in the way that you carry yourselves in MAUI. Have fun, but don't litter and trespass. Respect the land and its people. Thank You!!”*

To Native Hawaiians

- *“Native Hawaiians — we want to join you in promoting a culturally sensitive, healthy, and productive community. We will need your energy, resources, good will, and input to make this happen now and in the future.”*

To Children and Youth

Several groups singled out children, as the future of the islands, for special responsibilities to carry on the traditions of Maui Nui.

- *“Maui is a precious and rare and beautiful environment. Your future happiness lies in how you honor, protect, and look after your homeland. Educate yourself, take action, and pass on what you learn.”*
- *“Knowledge is power. Get it, keep it, use it!”*
- *“Hey all you teenagers, youth and young adults! How would you feel about school taught by only kupuna? Don't you think it would be cool to learn our cultural backgrounds as well as restoration of the 'āina? Also about how to apply it to your own life!”*
- *“Children, I like you learn what my tutu told me. Important, we don't lose or forget how to live off the land or the ocean.”*
- *“You are our future.”*

APPENDIX

- FOCUS MAUI NUI FAQ
- FOCUS MAUI NUI MEETING FACILITATOR SCRIPT
- ADDITIONAL PRIORITIES (EXERCISE 1)
- TRADE-OFFS (EXERCISE 3)
- SUGGESTED ACTIONS (EXERCISE 4)
- MESSAGES (EXERCISE 5)
- FOCUS MAUI NUI SURVEY
- SELF-DESCRIBED OCCUPATIONS OF FOCUS MAUI
NUI PARTICIPANTS
- PERCEIVED CHALLENGES FACING MAUI NUI
- COMMENTS ON FOCUS MAUI NUI
- METHODOLOGY STATEMENT

Focus Maui Nui FAQ

What is Focus Maui Nui?

Focus Maui Nui is a community process, begun in 2003, that sought the input of local citizens in a discussion about what residents want for the future of the islands. It was designed to bring individuals, organizations, and communities throughout the county together to identify and prioritize shared values and to send clear messages to local leaders about what residents want for the islands, the community, and the future.

How is Focus Maui Nui funded?

Focus Maui Nui has been funded from a variety of public and private sources including the County of Maui and private foundations such as Alexander & Baldwin Foundation, Fred Baldwin Memorial Foundation, Gerbode Foundation, Harold K.L. Castle Foundation, Hawaii Community Foundation, HEI Charitable Foundation, McInerney Foundation, Steve Case Foundation, Verizon Foundation, and Young Brothers Limited. Additionally the State of Hawaii Department of Business, Economic Development and Tourism also supported the project. Finally, Maui Economic Development Board and a host of volunteers provided time and resources to ensure the project's success.

Who participated in the Focus Maui Nui sessions in 2003?

- Almost 1,700 Maui County residents participated in Focus Maui Nui, from May through August 2003.
- Focus Maui Nui's goal was to involve as many residents as possible in sessions throughout Maui County, especially residents who have not been actively engaged in public forums about Maui Nui's future. At the close of each Focus Maui Nui session, participants responded to a written questionnaire, so that general demographics of the participants could be assessed and analyzed.
- Focus Maui Nui reached out to ensure that there was participation from Moloka'i, Lāna'i, and Hāna, as well as from Maui. Attention was also paid to participants' residential location to ascertain that participants represented all planning districts.
- The percent of participation from Lāna'i and Moloka'i was slightly higher than Census 2000 figures on the county's population.
- Focus Maui Nui participants reflect the diversity of Maui County in terms of racial and ethnic affiliations. Racial and ethnic descriptions were self-described, open-ended questions.
- Participants ranged in age from teenagers to seniors.
- Focus Maui Nui participants include "new" residents, long-term residents, and those who have lived in Maui County their entire lives.

Focus Maui Nui FAQ (cont.)

What will happen to the results (findings) of these sessions?

Most immediately, the findings of Focus Maui Nui will inform the County's General Plan and its Comprehensive Economic Development Strategy. It is hoped that the Vision developed through these sessions and the supporting strategies for action will guide decisionmakers as they develop and implement policy for years to come. Additionally, participants in Focus Maui Nui recognized that it would take a concerted effort on the part of *all* residents, organizations, and businesses to fully realize the vision set forth. Further, participants stressed the importance of the entire Maui Nui community taking ownership by working together to ensure ongoing support and accountability of this vision. Thus, it is hoped that Focus Maui Nui's results are but the beginning of a long term effort to preserve and protect *our islands and our future*.

FOCUS MAUI NUI

Meeting Facilitator Script

Script may be adapted for style,
but basic content and ideas should remain the same.

NOTE TO FACILITATOR:

Blue text indicates materials and tools to have on hand.

Red text indicates “stage directions” or instructions.

Black text indicates facilitator speaking;
bold text indicates the beginning of a new speaking point .

Italic text indicates time allotted.

BOLD CAPITALS indicates the name of the activity.

I. Pre-meeting (Allow 45 minutes)

ITEMS NEEDED:

- Name tags
- Markers and pens
- Island information poster boards leaned against walls and facing forward
- “Question Pages” facing forward
- Snacks

Also have on hand for later:

- Gaming board facing back and not readable (with dealer deck priorities arranged “in order”)
- Facilitator’s binder for reference items
- Script
- Pads of paper for note-taking
- Other materials, easily accessible (ballots, decks of cards, pre-printed butcher-paper pages, etc.)

PRE-MEETING

1. Arrive about 45 minutes before each meeting to set up room with accompanying posters, arrange materials, etc.
2. Greet participants as they arrive, and invite them to fill out a name tag and enjoy some snacks.
3. Direct participants' attention to the information around the room:
 - Point out that the facts around the room and that they provide some good background for the upcoming discussions.
 - Explain that they should write their individual responses to the open-ended questions on the large sheets provided. Point out where there are markers for doing so.

II. Introduction (Total time: 10 minutes)

ITEMS NEEDED:

- Personal Speech, adapted from the “form” with personal anecdotes, information, etc.
- Pad of paper and pen for jotting notes

INTRODUCTION

Invite participants to take their seats and thank them for coming.

Hi, my name is _____ and I want to welcome you to this Focus Maui Nui forum. The purpose of this meeting is to get your input about what our islands should be in the future. What you say today is part of an important process to make our leaders understand what residents are feeling and thinking – and to ensure leaders respond more effectively to what residents would like the islands to be for our children’s and grandchildren’s generations.

Just so you know, I’m a volunteer (or I’m staff) and this effort is being led by MEDB – a nonprofit organization that is interested in a sustainable and appropriate future for Maui.

INTRODUCTION (cont.)

Share adapted/personalized “Personal Speech” to set the tone for the event. Example:

I’d like to start by telling you a little about why I am here today and what the future of Maui Nui means to me. Perhaps, as I tell you about my reasons for being part of this process, you can think about your own reasons for coming to this forum.

I first came to Maui (Lāna‘i, Moloka‘i) ____ years ago. Some of my first memories of the island include the _____ and (seeing/smelling/tasting) _____. I remember how my whole family would go together to _____. I’ve celebrated many milestones on this island: _____, _____, _____... (e.g., marriage, having children, first job, etc.)

Maui (Lāna‘i, Moloka‘i) itself has changed. In some ways the change has been positive: we now have cultural centers, theaters, and more choice in shopping. But _____ and _____ (stores, meeting places, etc.) are things of the past.

My _____ (son/daughter/grandson/granddaughter), _____ (name), is _____ years old. Sometimes I wonder: Will the _____ and _____ that make this island so special still be here when (he/she) is my age? What will be here for (his/her) generation when they go to raise families of their own here?

INTRODUCTION (cont.)

That's what this forum today is all about. It's a discussion of what we want for Maui Nui, our shared islands. During the next hour and a half, we'll talk about what we think these islands should be in our lifetime – for our families and communities. We'll also talk about what we want our legacy to be for future generations. Specifically, we'll do five things:

1. figure out what we think the key issues and the specific priorities for action in the county should be;
2. see how our ideas are like or unlike other people's ideas about the future of the islands;
3. determine the "major themes" we think the county should pursue;
4. consider how to move forward, even when some of what we want seems to be incompatible with other things we or others want; and
5. develop clear messages to send to the government, the media, and the community about what should happen next.

INTRODUCTION (cont.)

I thought we could start by going around the room and having everyone give their names and one reason why they decided to come today. Please limit your comments so that there's time for everyone. Perhaps we should start with our host.

Take notes of their answers on your pad of paper (or have an assistant do so).

(Allow 6-9 minutes)

INTRODUCTION (cont.)

What we're doing today came about as a response to things people in the community have been saying for many years: that we need a vision for our islands. We need a common set of values to show our leaders – and to hold them accountable to. This vision and these values will help us and them make the right decisions for the next generation.

Often over the years, when Maui County has tried to plan for the future, there has been a tendency to look at only one issue: planning only for land use, for example, or only for our schools... without thinking about how different issues relate to each other. Other efforts looked only at certain geographic areas.

We aren't going to do that. We're looking at many issues: the environment, health, social services, farming, culture, and much more. Representatives of all those issues helped design this process.

Focus Maui Nui is hoping that more than 1,000 residents in about 100 small forums like this will add their ideas to the process. Information from these forums is being recorded and compiled. In the end, it will be given to the media, government leaders, and others to take action. County leaders have thrown their support behind this process, pledging to make decisions based on what comes out of these sessions. The county's General Plan, which influences many aspects of life on our islands, is done every 10 years. The new plan will be influenced by the results of this process.

Are there any questions so far?

INTRODUCTION (cont.)

Now that you know the reason for this meeting, let me say just a brief few words about the format.

I want to encourage you to be honest and open and to speak up even if you have an opinion that's different from the rest of the group.

No names will be attributed to any comments. I hope this encourages you to be truly open with your thoughts.

(2-3 minutes)

III. Priorities Activity (about 15 minutes)

ITEMS NEEDED:

- Tri-fold “ballots” featuring 21 priorities (one per participant + one extra for tallying)
- Pens or pencils
- “Decks of cards” (one deck per participant)

PRIORITIES ACTIVITY

While Focus Maui Nui may represent the first time that so many people in the county have looked at so many challenges at once, it is not the first time our community has tried to plan for the future.

For our first exercise, we'll look at some of the issues identified in prior planning or "visioning efforts" in the county.

There seem to be about 21 recurring themes that emerged in the earlier planning efforts on our islands. Those 21 themes are identified in no particular order on the handout I'll give you now.

Give each participant a "ballot."

As you open this folder, think of it as a ballot. It shows the 21 themes that have been mentioned (at other planning sessions over the years).

Some of these issues seem closely related to others, but I want you to look at each as a separate priority for action, because each was identified as a separate issue over the years.

As you look over the ballot, think about the five priorities that are most important not only for you, your family, and your neighborhood, but also for this island and for the entire Maui Nui community. If there is an issue that matters a lot to you that isn't listed on this ballot, you'll have an opportunity to "write in" your vote in the blank area. If you choose to do a write-in, that will become one of your five priorities.

PRIORITIES ACTIVITY (cont.)

Remember, we are talking about the “big picture” of the future of our islands. There may be pressing issues in your community today that are on your mind – things that are in the newspaper a lot right now but which will soon be resolved one way or the other. We need to think about the longer term issues.

Before you vote, I’d like to ask for a volunteer to read the first panel on the page aloud. . . .

After the first volunteer has read, get a second volunteer to read the middle page, then a third volunteer to read out the next page. Allow participants about 1 minute of silence to reread the ballot and think about their votes before beginning to hand out cards.

(6 minutes total)

PRIORITIES ACTIVITY (cont.)

Hand out cards and pens to participants.

I'm now going to give each of you a deck of cards that have the exact same priorities that are on the ballot. That's right...you now hold the future of Maui County in your hands.

So look through the cards and pick out your top five priorities for Maui Nui.

There are two blank cards. This is where you can do your "write-ins," if you need to for one of your priorities. I have pens for anyone who needs one.

Once you've picked out your five cards, hold them in your hand. Set aside your leftover card in a separate neat pile. You'll need them later.

Are there any questions?

Answer questions, then allow participants time to shuffle through their cards and choose.

(About 3 minutes)

PRIORITIES ACTIVITY (cont.)

Write “TALLY” on a leftover ballot and open it. Wait until everyone has chosen their cards before continuing.

Now I’m going to ask you by a show of hands for your votes. I’ll go through the ballot priority by priority, following their order on the ballot. When I read the priority and if it’s one of your five, you hold up your card. Please keep your hand up until I’m finished counting. I’ll write down that number on this tally sheet.

- Who voted for “provide better services for youth and children”? ...

Count the number of participants who voted for the first priority and do the same for each priority after. Record the number of votes in “hen scratch” on the tally sheet. Ask for “write-in priorities” and call on each person who raises their hand to describe what they wrote in. Put these into the blank space on the ballot and show how many voted for each.

(About 5 minutes)

IV. Tally and Comparison Exercise (10 minutes)

ITEMS NEEDED:

- “Game Board” with “Dealer’s Deck” of cards arranged based on prior visioning seminars (leaning against a wall/ turned to the back and revealed later)
- A copy of the poster showing results of pre-2003 visioning/planning (to be unveiled during this part).

TALLY AND COMPARISON EXERCISE

Turn the game board around.

Now let's look at the results of your voting in order.

Ask a volunteer to read off the results from the largest vote-getter to the smallest. As the volunteer reads, move the "Dealer Deck" cards around the board to reflect the participants' votes. [Write on the blank dealer deck cards those issues that were "write-ins."]

Put the priority that got the most votes at the top left-hand corner of the board. The second should go below that, and so on.

There will probably be some ties; these items should be arranged on the same row but with a space of several inches between them.

If you begin to run out of room toward the bottom of the board, begin grouping on the right side below the fourth row.

Any items that got zero votes should remain on the board, but placed at the bottom or to the side where it is clear that they are separate from the other priorities.

You may make comments as you move the pieces. ("Isn't it interesting that so many of you agreed about this priority?" or "Even though some priorities received no votes or very few votes, I doubt they're totally unimportant?")

(5-6 minutes)

TALLY AND COMPARISON EXERCISE (cont.)

Reveal the poster of pre-2003 visioning groups' priorities.

This poster has the 21 priorities yet again. This time, they are in order by how often they have been mentioned in the past.

This shows what it might look like if you took all the results from the “visioning,” planning, and polling efforts that occurred before this year and arranged their results by how often a priority was mentioned and by how many different people identified it. As I mentioned earlier, some of those efforts were focused on only select issues and some did not involve many people in the community. Here, the items are ranked to show those mentioned most frequently by the widest cross-section and largest number of people at the top of the board. The less frequently mentioned ones are toward the bottom of the board.

- Are there similarities/ are there differences between your “vote” today and the conclusions reached by these various groups in the past?
- Are there some things that surprise you about the prior priorities? Do you think anything was missing from the list?

Engage participants in a brief discussion of comparisons between their votes and that of prior groups. (If there are questions about the former efforts, the “Key to Sources of Prior Efforts” can be used as a guide.)

TALLY AND COMPARISON EXERCISE (cont.)

To spark discussion, use the questions below as a guide, as necessary. The group may explore other ideas, as well, which is fine. Suggested questions:

- Looking again at the prior efforts' decisions, why do you think this group came to different [or similar] conclusions than the prior visioning efforts?
- Are these priorities that you all voted on collectively a fair reflection of what you individually voted for – reflecting the long-term hopes of you and your family in Maui County?
- How do these priorities advance the “greater good” in the county?
- Do you believe your collective votes and priorities take into account the whole community? Is anyone left behind by this vision (e.g., children, senior citizens, small businesses, farmers, poor people, etc.)?

(About 5 minutes)

V. Themes and Trade-offs Discussion (35 minutes)

ITEMS NEEDED:

- Game board
- Decks of Cards
- Pens
- Incomplete Statements Page
- 2 pads of paper (one for each group)

THEMES AND TRADE-OFF DISCUSSION

To plan for the future realistically means more than just putting priorities on a list. Perhaps you have plans for your own future that go something like this:

- You may have financial goals that include saving for retirement or for a child's college education.
- You have goals to succeed and be promoted at work.
- You also may have goals to spend more time with your family.
- And perhaps you have personal dreams of traveling.

Now, some of these goals could work together, right? You could travel with your family and, thus, spend more time with them. But investing in that big trip and taking some time off of work might cut into your savings and prevent you from reaching your financial goals.

Making priorities often means dealing with tough choices. We have different goals, some of which are very compatible and fall under a single "theme." In this example, traveling and spending time with family belong in the same category of "personal development," while saving for college and retirement are both in the category of "financial security." Between those separate themes, you had to make some trade-offs. This is true not only in our own lives but also in planning for the county's future.

THEMES AND TRADE-OFF DISCUSSION (cont.)

To help Maui Nui see the bigger picture behind our specific priorities, let's determine the major "themes" for the county to be thinking about, based on our 20-some issues.

Pick up your cards again – both the ones that you picked as your top 5 and also the leftovers. You're going to use these cards as a starting point for coming up with some major "themes" in the county's needs.

Arrange the cards in your hand by priorities you think work together. For example, you might think that "Strengthen and Improve Education" works with "Provide Better Services for Youth and Children," or you might think Education works better with the Economy Card. Whatever you think, you should arrange the cards in your hand to reflect that.

Try to create between 2 and 5 distinct groups of thematically compatible priorities. Some of your themes may have many cards; others may have only a few.

I'd like you to work with a small group. Discuss with a couple of your neighbors how you would group the priorities and which categories – or "themes" – you see in the cards, as you arrange them.

I'll give you a few minutes to work with your neighbors. Then we'll discuss our major themes as a group.

THEMES AND TRADE-OFF DISCUSSION (cont.)

Divide into four groups to come up with major themes. Allow participants to work with others to arrange a set of cards by themes. Walk around and help those with questions.

(About 5 minutes)

When the groups are done, ask them to pair up with another group and share the type of themes they came up with (though they need not say where they put each of the 21 priorities). Now that there are only two groups, have participants in each larger group commiserate to come up with a set of agreed-upon themes.

(4 minutes)

Ask for the major themes from the two remaining groups.

Ask if it sounds like there are some major themes everyone agrees on. Visually support their observations by moving the priorities on the “charting board” to reflect these groupings. For example, if the group says “Protecting the Environment”: Ask, “So what else belongs in this group?” and move the pieces to reflect those answers.

Explain that it is not important that every item fall into one of the major themes, nor that everyone agrees which theme an item falls under. What is important is that the group arrive at a consensus about some overarching concepts behind the actions the community wants taken.

NOTE: If participants try take the route of grouping everything together, ask that they be realistic and work to separate some issues. They should recognize that some issues are more compatible than others. Suggest that they shouldn't have to explain or stretch too much to recognize the connection.

(8 minutes)

THEMES AND TRADE-OFF DISCUSSION (cont.)

In the personal example earlier, I noted there were sometimes trade-offs in a person’s life between the theme of “financial security” and that of “personal fulfillment.”

- For the county, can you think of any conflicts that might come up between the themes you’ve chosen here?

(You may need to provide some examples, based on what they have said. For example, you might remark:

- “I think some of you noted earlier that you want you, your children, and your grandchildren to be able to live here and have good jobs, but you also want to be very protective of the environment.

Since we know that the population grows naturally by more than 1,000 people every year – just adding the children and grandchildren of people who live here now could have a big impact on the environment, requiring more houses and more work sites than exist today. Does that represent a concern? And can we build the new four-year university we want without bringing in more people and affecting the island’s growth rate?”)

(2 minutes)

THEMES AND TRADE-OFF DISCUSSION (cont.)

For our next activity, it seems important to define, along with the things we voted for – what we do not want to see happen. In other words, the tradeoffs we are and aren't willing to make. So let's come up with a couple of statements along those lines.

Reveal the incomplete sentences.

THEMES AND TRADE-OFF DISCUSSION (cont.)

On this page, you'll notice there are two sentences that read: "_____ is essential for our islands, but it should not come at the cost of_____." Let's fill in the first part of the statement with one of the major themes we've identified that sometimes has differences with another major theme.

Now taking into consideration the discussion we just had, how would you complete these sentences?

Work with participants to finish the incomplete sentences on the blow-up page, one at a time. The first part of each sentence will be filled in with one of the themes that they have identified as conflicting with another theme. (Be sure it is written in a form that represents an action: such as "Preserving the environment," not just "the environment" or "improving our social services," not "people.")

Ask the group to come up with at least two statements about their specific boundaries, where they are not willing to compromise. Help them choose an important theme they know conflicts with another important theme to fill the first part of the sentence. Encourage them to use their own words to complete the second-part of the sentence. Fill in the responses participants give.

If they need guidance for this exercise, you can help participants be specific in brainstorming ways to complete the two sentences by playing devil's advocate. (Be sure to show both sides of the equation, if you do, so as not to create biases.)

Examples:

- Should “preserving the island’s natural environment” be allowed to prevent new housing that would bring down costs in the housing market?
- Should “strengthening the economy” be allowed to get in the way of preserving the islands’ coastal reefs?
- Is “providing better services for youth and children” worth a big increase in our property taxes?

(3 minutes)

THEMES AND TRADE-OFF DISCUSSION (cont.)

With the statements you have just written – plus your priorities and themes from earlier – you have stated what you want and don't want for our islands.

Now we need to provide suggestions for actions that can be taken to ensure we move forward, while staying within the boundaries you identified.

Divide participants into two groups on opposite sides of the room. Assign one group the task of coming up with as many possible solutions and suggested actions as they can think of to make the first sentence from the previous exercise a reality. Give the second group the same task with the second sentence. Give a recorder in each group a pad of paper to write down answers, and explain that you will be collecting their lists for the research.

NOTE: The two sentences may be similar. This means the group brainstorming may be similar, but this is not a problem.

(7 minutes)

Allow the recorders from the two groups to report back their suggestions for action that would resolve conflicts. Collect these lists for taking back to Focus Maui Nui.

(3 minutes)

VII. Summary and Common Ground (20 minutes)

ITEMS NEEDED:

- Pads of paper to record group messages
- Large butcher-sheet page
- Post-meeting evaluations (one per participant)

SUMMARY AND COMMON GROUND

You have done a great job of thinking about a vision based on important priorities, thinking through the big themes that should define our vision, considering potential tradeoffs associated with your plans, and suggesting action to be taken. I want to commend you for thinking through some of these tough decisions and discussing them so meaningfully.

For our last exercise, we want to give decision-makers advice about what to do next. First, we want to answer the question:

- Who should be responsible for putting our suggestions into action and making our vision a reality?

Guide participants to get beyond government leaders...work to get them to come up with employers/business, the media, and the community itself. Be sure they include themselves as having a role in bringing the vision to life.

(2 minutes)

SUMMARY AND COMMON GROUND (cont.)

Explain that the final exercise involves coming up with messages to send to each of those audiences (government, business, media, community, and any others they suggest). Break the group into as many small groups as you need so that there is one group per “audience.” Assign each group an audience and tell them to do their best to craft a short message, no more than 1-3 sentences long. Stress that the message can be anything, as long as it relates to the future of Maui Nui and the discussion today.

(5-7 minutes)

Have the small groups report back with their “messages.” After each reads its message, ask the group for feedback or to “edit” this message:

- Is this a fair representation of what the whole group would tell this audience?
- Would you make changes to this message?

Work out the kinks until all the messages fairly reflect the consensus of the group. Be sure all the changes are noted. Then rewrite the revised messages on the large page so that people can reread them on their way out.

(5-7 minutes)

SUMMARY AND COMMON GROUND (cont.)

The planners of Focus Maui Nui want to be sure that what you've done today has a lasting impact in our community. They will compile the results from meetings like this one to create a report that reflects a set of “themes” or “core values,” messages for various leaders in our community, and goals for the future. Once the vision is complete, a town hall meeting will be held to reveal the results and to get more input about how best to enact the vision. After that:

- How do you think we can make the community vision a lasting, living part of community life?

Record the responses.

The planners hope to revisit this vision annually at large-scale meetings, involving business, government, community, and media. That way, all of us can see if our vision has changed; we can also measure how well we are doing at living out our shared community vision.

(3 minutes)

SUMMARY AND COMMON GROUND (cont.)

I want to thank all of you for participating in this meeting. I hope you enjoyed it. Most importantly, I hope you felt, as I did, that you made a difference in the future of our community. I also want to thank our host.

This meeting may have given you some ideas to think about and to discuss with your families, friends, and co-workers. I hope you will share your ballot with them and encourage them to host or attend a forum over the coming weeks. Continuing the dialogue started here will help bring more people to the table to shape Maui's vision.

The last thing I'll ask is that you take a few minutes to fill out this short questionnaire. Thank you all again very much for your great work today!

(5-7 minutes, including survey)

As people are taking their surveys, clean up and gather the postings and papers. Be sure you have all materials with you when you leave, including the data for the report (tally sheet, completed sentences, suggested actions, "messages" to various audiences, post-meeting evaluations, and your notes).

Additional Priorities (Exercise 1)

Promote higher education as an economic engine

Aquaculture

Land control

Early childhood education inclusive of special needs

Residential therapeutic care for youth and adults

Carrying capacity of islands

Smart growth

Promote and develop green belts and bike paths throughout the county

Reviving the Hawaiian Islands' endangered species list to preserve the "*aloha* spirit"

Affordable full service health coverage "insurance" (i.e. medical, dental, prescription etc.)

Promote tolerance and diversity

Recycling

Restrict speculative investment in housing

Preservation of individual rights

Strengthen and enhance law enforcement through community support

Provide for better waste management and recycling

Keep Maui attractive for tourism

Make recycling feasible

Enable a variety of communication opportunities

Preserve and revitalize Maui County small towns (expanded versions)

Establish Maui as microcosm for the planet (as an environmental model)

Additional Priorities (Exercise 1) (cont.)

Establish Maui as East-West cultural bridge (as a social model)

Create more recreation facilities for people with their animals

Preserve the natural environment in keeping with the rural identity

Restrict the development on the island

Recycling

Reduce reliance on shipping

Encourage ethnic tolerance

Collaborate to create and foster a sustainable community

Establish Maui as the organic island (organic Maui Nui)

Improve off-island transportation

Educate and learn how most of the problems on this list are best solved by allowing citizens to have more freedom and eliminating government controls over the citizenry

Educate the citizenry with regards to economic principles and the philosophy of freedom and respect for the individual

Bring accountability into existing systems

Require land and homeowners to live in Hawai'i

Promote better and more frequent planning processes

Improve our planning process and land-use laws, particularly relating to agriculture

Follow Maui's trailways and walkways according to state plans to connect communities, beaches, parks, and schools

Always address environment

Preserve Hawaiian cultures

Require all rental cars to be zero emission, bio-diesel, or electric

Return non-functioning cars to country of origin

Additional Priorities (Exercise 1) (cont.)

Make Maui County an all-organic zone

Make Maui a model of a sustainable economy

Determine carrying capacity of Maui now, based on water usage, etc.

Improve methods of waste management (garbage, water runoff, boat effluence, recycling) and explore environmental technologies

Take steps to control growth, particularly high income housing projects

Regulate immigration until carrying capacity is done

Ban commercial harvesting from near-shore water

Improve emergency medical services for Moloka'i

Celebrate and share successes of communities in Maui Nui

Limit population growth

Issue moratorium on growth

Strengthen and improve criminal justice system

Cease cane burning and sugar (grow food instead)

Cease cane burning and sugar agriculture

Reduce dependence on imported goods

Stop and reduce importation of invasive species

Decentralize certain state government functions

Limit expansion of county government

Develop a better waste water system

Reduce number of government employees and jobs

Lower cost of living

Preserve agricultural land as real agricultural land

Additional Priorities (Exercise 1) (cont.)

Establish separate counties for each island (Maui, Moloka'i, Lāna'i)

Support more value-added local products

Provide better services for disability population

Provide opportunities for reintegration for prison parolees and recovery from drug addiction

Strengthen hospital capabilities on Maui

Build marina

Update waste management systems (air, water, and recycling)

Sovereignty issues

Become model community for self-sufficiency and self-sustaining

Provide long-term care options

Improve infrastructure to support growth

Encourage urban sustainable development

Infrastructure support for planned growth

Improve hospitals, airport, emergency facilities

Cooperation among all groups

Building facilities for youth activities

Empowering community to take responsibility

Crime prevention and redivision

Waste management and recycling

Smart growth

Aloha spirit

Sustainable community / recycle

Additional Priorities (Exercise 1) (cont.)

Native plants / animals

Self governance

Recycling waste and disposal

Prevent introduction of alien species

Planned growth

Waste management / recycle

Increase management of growth

Promote reintegration

Upgrading existing infrastructure

Improve recycling program

Sensitivity to build environment

Promote Maui as a model of collaborative community of diverse people

Better medical care on island

Recycling program

Clean all pollution: air, land, water

Organic premises for all products we produce

Better hospital service and delivery

Statewide inventory of reports and integration

Prepare for economic impact of aging community

Lower gas prices

Holding facility for youth

Add a hospital with trauma, detox, and medivac

Additional Priorities (Exercise 1) (cont.)

Reduce taxes

Adequate waste and pollution management

Improved sense of Maui Nui community

More recognition on Moloka'i for sports

Improve highways

Restructure state government for more home rule

Improve judicial system

Basic food needs for local residents

Making *aloha* our guiding force

Monitor to ensure reasonable growth

Address native culture's issues and rights

Stricter laws on foreign species

Return land and rights to Hawaiians

Manage growth

Trade-Offs (Exercise 3)

	Essential	But not at the cost of ...
•	A strong economy	Social services; education; natural resources; cultural tradition
	Preserve and promote local cultures and tradition	(*essential)
	To educate	(*essential)
	Improved local climate	(*essential)
	Strengthen and improving education	(*essential)
•	Preserve the environment / nature	Lives (i.e. human needs / basic services); money / taxes; tourism; development; healthy economy
•	Economy / services	Taxes / land and culture / development (i.e. planned growth) / lifestyles
	Land / culture / lifestyles	Development
•	Strengthening and improving education	(At any cost)
	Strengthening the economy	Harming, sacrificing, destroying environment
	Affordable housing	(*essential)
•	Tourism	Environment; culture; roads; growing local food
	Protecting environment	Education; development = jobs; services youth / seniors
•	Quality human services	(*essential)
	Quality education	(At any cost!!!)
	Economic development	Natural environment
•	Environment / political issues	Children's programs
	Basic needs	Children's programs
	Economy	'āina and 'ohana; basic needs
•	Strengthen the economy	Preserving / destroying the natural environment
	Ensure and promote recreational opportunities	Destroying the natural environment
	Improving transportation	Never implementing public transportation
•	Strengthening the economy	Sustainable; environment; culture

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Quality education	(*essential!); recreational opportunities; activities
	Health and human services	Education
•	Strengthening the economy	Harming the environment; separation of the family
	Meeting family needs	Higher taxes and high cost of living
	Quality education	(*essential)
	Preserving natural resources	Losing a lot of jobs
	Protecting the environment	(*essential!)
	Quality of life	(*essential!)
•	Preserving the environment / providing social services	Native people / islanders losing their lands for basic and culture needs / raising taxes
	Providing basic needs	Raising taxes
	Strengthening the economy	Destroying the environment and community fabric
•	Strengthening the environment	The environment
	Preserving the environment	The economy
	Improving human services	Small business
•	Preserving the environment	The economy
	Strengthening the education	Taxpayers footing the entire bill; displacing the family; teachers
	Strengthening the economy	The natural environment; being a tourism subservient society; losing local culture uniqueness
•	Improving the business / economy	Harming the environment
	Improving the health of the community	(*essential)
	Improving education	Raising taxes
	Environmental protection	(*essential)
•	Strengthening the economy	Compromising quality of life or our island identity

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Protecting the environment	Our children and grandchildren being able to live here; jobs for our youngsters to come back to
•	Utilizing resources for self-sufficiency	Individual rights; higher taxes; meeting basic needs
	Improve education and social services	More inefficient government
	Strengthen the economy	More inefficient government
•	Improving infrastructure	Natural environment
	Making affordable housing accessible	Natural resources
	Creating strong quality services	Economy
•	Infrastructure	The island's natural environment
	A strong economy	The island's natural environment; declining social services
•	Economic welfare	Culture; lifestyle; sense of place
	Politics	Environmental resources
•	Improving job security	Cutting human services
	Improving infrastructure	The environment
	Development	Sustainable agriculture
	Alternative energy source	Reliability or high prices
•	Prosperity	Environment
	Tourism	Environment
	Controlled growth	Character and beauty
•	Tourism	Our culture
	A booming economy	Our youth and a family environment
•	Strengthening the economy	Damaging the environment; over-population; ignoring basic needs; losing our culture; class warfare
	Improving infrastructure	Leaving some group behind; damaging environment; ignoring basic needs; losing our culture
•	Strengthening the economy	People; environment; culture; life-style; health; <i>aloha</i>
	Preserving the environment	People

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Improving infrastructure	Environment
•	Political government	Our community's plans
	Improving the infrastructure	Civil liberties; environment and other quality of life issues; education and other human services issues; economy
	Economic development	Social services; local culture; agriculture / environment
	A strong economy	The environment, our culture
	Controlling growth and change	Putting all the decision making power in the hands of a single power: Chamber of Commerce, MEDB, big landowner, powerful Mayor, etc.
	Conserve our natural resources	(*essential)
•	Strengthening the economy	The environment
	Preserving natural resources	Quality of life; economic development
•	Balancing, flourishing economy	Further damaging the environment
	Affordable housing	Sustaining agriculture
	Affordable farms for families	Protecting rural identity
•	Strengthening the economy	The environment
•	Economic self-sufficiency	Integrity (honesty); survivability (natural environment); environment; culture and health; social self-sufficiency
	Social self-sufficiency	Survivability; economic self-sufficiency; culture / environment
•	Ag environment	Natural environment; healthy, safe enriching society
	Economy	Ag environment
	A healthy, safe society	Progress
	Transportation	Clean air; water; healthy, safe enriching society; natural environment
	Political environment	Taxpayers; healthy, safe enriching society
•	Environment	Economy; quality of life; kids and education
	Improving quality of life	Economy

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Improving political climate and social environment	Economy; education; quality of life
	Kids and education	(At all costs)
	Strengthening the economy	Environment; quality of life; kids and education
•	Economy	Health, environment; island identity; quality of life
	Improving education	Economy
	Island identity	Economy
	Political climate	Island's identity; reach all segments of the community
	Environment	Economy; assuring our water supply
•	Streamline government	(*essential for our islands)
	Family health and basic needs	Increasing government
	Preserving the natural environment	Property rights; recreational activities
	Improve education	Increased tax dollars
	Infrastructure	Poor planning
•	Economy	Culture and environment
	Infrastructure	Environment and education
•	Economy	Quality of life; <i>'āina</i> ; infrastructure; health and welfare
	Infrastructure	<i>'āina</i>
	Health and welfare	Infrastructure
	Quality of life	Economy
	<i>'āina</i>	Health and welfare; infrastructure
•	Improve education	Bigger government; wasted money; budget cuts
	Promote residents health	Do not want government control; less from private sector
•	Environment / infrastructure	Quality of life; environment
	Limited growth	Dividing the community
	Economy	Price hikes; higher taxes; elderly / social services
•	Environment	Strengthening the economy appropriately; pragmatic action

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Strengthen and improve education	Inefficient fiscal management; government waste; over-inflated bureaucracies
	Strengthening the economy appropriately	Destroying environment; losing culture; health of small businesses; support for human services; over-development
	Human services	Individual integrity; backing to demands of private interest groups; over-spending; fiscal management
•	<i>mālama i ka 'āina</i>	Children's education; our quality of life; our culture; affordable housing
	Empowering residents to be <i>pono</i>	Civil liberties and constitutional guarantees
•	Economy	Environment; managed growth
	Addressing substance abuse	Abuse; poor decision making; civil rights
	Family structure	Individual rights
	Education	Senior services; basic needs; poor spending decisions
	Environment	Economy; individual projects; special interest groups driving the decisions
	Stronger economy	Environment; individual rights
•	Strong economy	Environment
	Land use planning	Property rights
•	Strengthen education	Higher taxes; teacher salaries
	Develop options to reduce petroleum dependence	Quality of life
	Promoting health and welfare	Education; educational funds
	Strengthening education through teacher empowerment	Higher taxes; lower teacher salaries; sacrificing communication
	Speeding up the process to improve traffic problem	Damaging / using up our natural resources
•	Preserve natural environment	Progress / development; the economy / jobs
	Strengthen and improve education	Ignoring diversity; the natural environment; raising taxes

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
•	Quality of life	Community diverseness; moratorium of any growth and newcomers; "smart growth"
	Strengthen and diversify economy	Quality of life; natural resources (water); healthy natural environment
•	Revitalize the economy	Environment; <i>'āina</i> ; natural resources; proper long-range planning; education of residents; visitor; businesses; government officials; everyone
	Improving human services	Unreasonable tax burden
	Strengthen education	Unequal access; state funds
	Strengthen community	<i>'āina</i> / loss of cultural identity
•	Education	<i>'āina</i>
	Strengthen communities	<i>'āina</i> ; loss of cultural identity
	Empower local population	Civil rights; <i>'āina</i>
	Anything or everything	The <i>'āina</i>
•	Social / human services	Education for children; higher taxes
	Economy and education	Cost of living; people going on welfare; health
•	Housing / human needs	Environment; affordability; quality housing; higher taxes
	Education	Education #1 priority; basic needs; higher taxes
	Strengthen economy	Higher taxes; losing or sacrificing human services or education; local businesses
	Natural environment	Jobs / economy; open space-land-coastal; education
•	Sustainability through increased local production	Reverence for life; natural environment; culture; freedom and civil liberties
	Revitalization of local lifestyle and culture	Exploitation of local culture; well being of local population
•	Strengthen and creating economy	Over-development; over-population
	Promoting education	Human services; higher or increasing taxes
•	Ensure health and well being	Higher taxes

Trade-offs (Exercise 3) (cont.)

Essential	But not at the cost of ...
Protect / preserve / elevate the national environment	Its people (i.e. health / economy); waiting too long until crisis situation
Protecting and preserving the economy	Our environment
Provide adequate basic needs and infrastructure by understanding the political process	Character of Maui
Promote / preserve culture / sovereign rights / recreational education	Individual rights / needs / emotions
• Promoting and supporting education, arts and culture	Education (youth and adult)
Strengthening our economy	Threatening our environment and community harmony
Health care	Preserving our <i>aloha 'aina</i>
<i>aloha 'aina</i>	Economic growth
• Creating jobs in natural environment and agriculture	(*essential)
Help for senior citizens	Housing and transportation
The natural beauty; health of people (i.e. use of chemicals)	Improving quality of life for <i>keiki</i>
Natural resources (i.e. oceans), agriculture, schools	(*essential)
• <i>mālama</i>	People out of work; quality of life
Education	More bureaucracy
Quality of life	Over-development; choosing between needs of groups (i.e. <i>keiki</i> or <i>kupuna</i>)
• Youth services	Environment / quality of life
Diversified economy	Environment / quality of life
Affordable housing	Cost of environment (loss of open space)
• Preserving necessities	Education / environment / family
Preserve environment	Jobs / the economy
• Economy	Raising taxes; natural resources; rural character; small business
Quality of education	Raising taxes; other programs; social

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
•	Economy / education	Environment / cultural values
	Environment	Gathering rights / practicing cultural traditions / indigenous rights
•	Making housing affordable	Taking all agriculture land; growth-new people coming to islands and buying the houses; natural parks
	Economic independence	Importing workers / losing jobs for local residents; higher cost of living; spoiling environment
•	Economic health	Destruction of environment and culture
	Stewardship of land	Jobs and ways of life (luxuries)
•	Economic strength / diversification	Natural resources / environment
	Educating children	Knowledge of their culture
	Environment	Jobs / decent economy
•	Strengthen economy	The environment / culture / health
	Natural and rural environment	Depleting health and human services / economic growth
•	Habitat / culture (quality of life)	Infrastructure / economy
	Infrastructure	Economy / habitat / education
	Education	More bureaucracy
•	Promote renewable energy resources	Environment
	Environment	Energy
	Health and education	Responsible spending of tax dollars / long term planning
•	Adequate infrastructure	Higher taxes; condemnation land; education
	Expanding social services	Private business; individual dignity; higher taxes
	Strengthening and diversifying economy	Loss of island identity; local people
	Education	Dilution of teacher quality; quality of education; loss of local control; empowering unions

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
•	Protecting rural identity and healthy community / environment	Destruction of environment / natural resources / lifestyle / jobs for children / education / economic stagnation or dependence
	Autonomy / self-determination	Rural identity / essential services / threat of natural environment / forgetting other community members / complete isolation
•	Creating jobs	Over-development / environmental degradation
	Strengthen / improve education	Higher taxes / local control / teachers seeking tenure (self-advancement) / culture
	Health and wellness	Higher taxes / welfare dependence
•	Local self-sufficiency	Isolation from global markets
	Public safety and social services	Protection of civil rights
	Education and economic diversity	Quality of life; public safety; democracy; environment; frivolous / unwanted taxes
	Environmental quality of life	Poor economy / affordable housing
	Strengthen democracy	Ability to make needed decisions; take decisive actions
•	Better education	Additional taxes; social services
	Diversified economy	Environment; disintegration of families or culture
	Support services	Higher taxes; cost of living; moving people off island
	Strengthen 'ohana	Jobs; environment
	Create infrastructure	Basic needs; environment; higher taxes
•	Basic needs	Higher taxes
	Programs for youth	Higher taxes
•	Health care	Higher insurance costs; higher taxes (e.g. seniors)
	Education	Higher taxes; children
•	Basic needs	Higher taxes for residents; natural environment
	Economy	Natural environment; taxes; basic needs

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
•	Better economy / jobs	Over-population / turning into California (i.e. character of towns) / local people not getting jobs / respecting the 'āina (<i>mālama</i> the 'āina)
	Culture / traditions in education	Mockery of culture / rudeness / creating high <i>makamaka</i> attitude
•	Strengthen education	Higher taxes
	Increasing business	Pollution / over-population / land / resources
•	Strengthen / diversify economic opportunities	Community / increased taxes / human services / education
	Identify, culture and natural environment	Access to affordable housing / stunting the economy
•	Focus on education	Healthy programs / early childhood assistance (i.e. basic needs)
	Create jobs	Environment
•	Infrastructure	Family services; environmental
	Economics	Environment
	Family services	(*essential)
•	Strengthen the economy	Environment; local life style; our children's future; small business; anti-growth
	Sustainability	Uncontrolled spending by elected officials; restricted access to public resources; loss of youth to mainland opportunities
	Basic education	The arts and culture; basic services - cuts; higher taxes
•	Strengthening the economy	Natural resources; environment; cultural values
	Protecting the environment	Not having an economic base to allow youth to come home / support family unit
	Strengthening community / social fabric	Weakening the economy
•	Strengthening human services	Preserving the environment – adequate water supply; waste management; protect and promote islands rural identity

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Preserving the environment	Rights of individual (property, etc.); increased tax burden for the individual; social programs; basic property rights
•	Preserving the natural environment	Our children's' education; availability of jobs; public safety; smart growth; care for our seniors
	Preserving local culture, values and heritage	Symbiotic solutions
•	Economy	Environment gain; cultural values; quality of life
	Population welfare	Personal individual gain; environmental consciousness; reducing work ethnic
•	Economy	Losing our <i>aloha</i> ; natural resources; sugar industry; pineapple industry; water resources; affordable housing; outreach services; higher taxes
	Natural beauty	Health; public safety
	Strengthen families	Cutting funding for housing; cutting funding for education; cutting funding for transportation; cutting funding for small businesses
•	Economy	Environmental damage; local culture; compromising basic human services
	Human services	Someone else's quality of life
	Environment	Basic needs for survival; recreation; cultural uses and traditions
•	Economy	Cost of child services / destruction of environment (rural identity) / Maui's identity
	Controlled growth / preserving rural identity	Creating jobs / housing / infrastructure / providing better services
	Reduce dependence on tourism	Creating jobs / protect rural identity / transportation / culture
•	Economy	Environment / education / health / safety
	Environment	Money for education / loss of job opportunities / loss of culture / increased taxes

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
•	Improve the local political climate	Cutting programs (i.e. affordable housing; health organizations; education; improve transportation; support / promote small business)
	Strengthening education	Teacher's pay; meeting basic needs at homeless expense; improving educational facilities
•	Ensuring basic needs are met	(*essential)
	Natural resources	Basic needs being met; public safety; cultural values (gathering rights; <i>lo'i kalo</i>)
	Strengthening the economy	Preserve and promote local culture, traditions and arts; preserve isle's natural environment; strengthen and improve education; support and promote small business; making housing available
•	Promote efficient energy use	Increased taxes
	Preserve culture	County / public money only; increased tax burden; core classes – basic standard education
	Health	Higher insurance rates for poor private foundations wealth individuals contribute more
	Improve climate	Taxpayer
•	Protecting basic needs / social services	Over-extension financially; increased resident tax burden; threaten fiscal stability
	Strengthen economy	Protecting our environment; over development; growth without planning; stop hodge-podge; environment; depleting water supply; basic infrastructure needs; making affordable housing accessible
•	Strengthen economy	Preserving what makes Maui, Maui
	Preserving what makes Maui, Maui (environment)	Strengthening our economy
•	Reducing dependence on tourism	The economy

Trade-offs (Exercise 3) (cont.)

Essential	But not at the cost of ...
<i>aloha</i>	Youth cultural education; teach visitors about <i>aloha</i> ; <i>'ohana</i>
Reducing tourism	Losing jobs
Reduce dependence on tourism	Strengthening the economy
Local cultures	Selling <i>aloha</i> ; building houses; stop destroying historic cultures; better education leads to better jobs; control substance abuse = stronger families; more activities for youth adults
<i>aloha</i>	Selling <i>aloha</i>
• Strengthening economy	Taxing small business; transportation
Tourism	Being dependent on imports
Improved transportation	Damaging the environment
• Meeting individual needs	Working multiple jobs / polluting the environment
Infrastructure	Natural resources and environment / paving over paradise / proper planning
Proper use and conservation	Economic collapse / becoming homeless and unemployed
Strengthen economy	Natural resources and environment / paving over paradise / proper planning
• Preserving the social fabric of Maui County	Loss of jobs; excessive taxes; cost of government
Drug free and educated Maui	Civil liberties
Preserving and protecting the quality of life in a positive way for citizens of Maui County	Environment; healthy economy; tourism (no agreement)
Maintain the island lifestyle	Tourism (no agreement); losing our children to other locales; losing host culture
Preserve the island's natural environment	Human life
• Environment preservation	Family services
Family services	Local culture
• Education	Strong economy

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Economy	Education; environment
	Infrastructure	Social services
•	Economics	Environment
	Resource planning	Economy; social services
•	Infrastructure	Environment
	Economy	Environment; cultural preservation
	Cultural preservation	Economic growth
	Social services	Taxpayers
	Preserving environment	Economy
•	Economy	Preserving land / environment
	Infrastructure; economy	Preserving land / environment
•	Preservation of the environment	Planned growth
	Strengthening the economy	Preserving the natural environment
	Improving the infrastructure	Preserving the natural environment
•	Economy	Environment
	Basic human services	Basic utilities
	Taking care of youth	Basic utilities
•	Providing education and services for youth	Basic living (i.e. preserve environment)
	Preserving our environment	Healthcare
•	Environment	Economy
	Basic needs	Education
•	Stabilize and strengthen the economy	Over-development / destroying the environment and open spaces
	Utilize / preserve natural resources and improve infrastructure	change character of island/losing access for hunting and fishing
•	Diversity in economy	Loss of jobs / environment / education opportunities
	Improving education	Taxes / funding other services
•	Healthy economy	Our environment
	Social needs	Healthcare / education
•	Economics	Natural resources
	Politics	Culture
	Honest politics / politicians	People's welfare / human services and education
•	Any of the 4 themes	Strengthen and improving education

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Strengthening the economy	Preserving natural beauty
	Infrastructure	Natural environment
•	Prosperity	Conservation of environment
	Healthy economy	Basic needs for families
•	Economy	Natural resources
	Creating jobs in Maui and strengthening the economy	<i>aloha</i> spirit
	Improve transportation	Environment
•	Strengthening the economy	Environment and social needs
	Ensuring basic needs are met	Preserving and promoting local cultures, traditions, and the arts; recreation; preserving the natural environment
	Preserving islands' natural environment	Weakening economy; affordable housing; childrens' future recreational sports; access to areas
•	Preserving the islands natural environment	Community values; lack of promoting the economy; O'ahu (state of transportation) decides for Maui
	Basic needs	Services for youth and children
	Strengthening the economy	Incensement of taxes
•	Strengthen and improve education	Transportation and road blocks
	Ensure basic needs are met	(*essential)
•	Preserving the environment	(No compromise!)
	Health	(*essential)
	Preserve natural environment	Basic needs
	Basic needs	The environment
	Strengthening the economy	Our environment and our culture; lifestyle
•	Preserving the islands natural environment	Smart growth and the community (residential and commercial); Maui's identity
	Strengthening the economy	Preserving the environment; keeping beaches clean and accessible; encroaching on open land (especially if its detrimental to native plants / animals); destroying Hawai'i's marine ecosystem; increasing pollution

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Ensure basic needs are met	Preserving the environment
•	Economy	Environment / quality of life
	More efficient use of energy	Basic needs
	Self-sufficiency	Quality of life or basic needs
	Preserving the environment	Quality of life
	More efficient use of energy	Basic needs
•	Promoting health	Preserving rural identity
	Improving transportation	Strengthening the economy
•	Preserving environment	Growth
	Strengthening education	Reducing other services
	Strengthening education	Property tax discussions
•	Ensuring basic needs	Increasing taxes – private sector tax incentives; good neighbor; more services to private / non-profit sector
	Preserving environment	A diversified economy / ensuring adequate water supply – construction jobs, well planned growth – no glut, national parks service – use of land / access
	Strengthening the economy	Protecting and promoting the islands rural identity
	Strengthening the economy	The environment – promote alternative fuels; strengthen recycling industry
•	Economy	Natural resources / human quality of life
	Economy	Natural resources; infrastructure
	Public safety	Improving political climate
	Preserving, protecting, promoting natural resources	Reducing dependence of tourism
•	Capital facilities	The environment
	Preserving the islands natural environment	A strong economy
	Senior or simply social services	Environment
	Economic development	Environment; culture
	All other cards (21 priorities)	Preserving the islands natural environment
	Economy	(*essential)
•	Strengthen economy	The natural environment

Trade-offs (Exercise 3) (cont.)

Essential	But not at the cost of ...
Improved services for seniors	Ensuring basic needs for vulnerable citizens
Improving transportation	Making housing accessible (in prioritizing available \$ / land); preserving the islands natural environment
Progress and economy	Maui's uniqueness and identity
Funding for infrastructure	Basic human needs
• Creating jobs in Maui County	The environment
Environment	Island lifestyle
• Natural environment	Economy / jobs
Strengthen economy	Natural environment
Quality education	Preserve local cultures and the arts
• Strengthen the economy	The natural environment
Strengthening education	Innovation and creativity (don't just throw more money at it, past high school experience of Hawai'i)
Strengthening the environment	The natural environment (integrating the issues and strengths i.e. health industry, environment, public transportation); global cultures (what about resistance to other cultures, fast tech, apply models, sneak in, conferences / exchange programs (paid by grant / educators)
• Strengthening the economy	Destroying our natural environment
Improving education	(*essential)
Preserving the natural environment	Needs are met; creating jobs
Ensuring basic needs are met	(*essential)
• Ensuring survival needs are met	Quality of life
Development	Environment
• Strengthening the economy	Island lifestyle / environment / over-population
Enhance quality healthcare	Child services; basic needs; human services
• Strengthen education	Health
• Emphasis on education	Health care services

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Strengthen the economy	Over-population or development
	Improving infrastructure	Environment
•	Strengthen the economy / create jobs	Over-development / environment / natural resources
	Preserving agricultural lands	Significant investment in other kinds of agriculture
	Education	Healthcare / senior benefits
•	Preserve and restore environment	Health and ensuring basic needs
	Creating jobs	Preserving the environment / social stability / losing local cultural identity
	Human protection / services	Sacrificing our individuality / personal accountability / should not come with perception of guaranteed entitlements
•	Services for residents	Higher taxes
	Preserve and protect environment	Transportation alternatives / road improvements
•	Strengthen economy	Environment
	Improve political environment	Economy
•	Social issues	Social, economic, political legacies
•	Environmental concerns	Controlled growth / economic stability
	Economic growth	Environment
•	Environment	Human life and safety
	Infrastructure	Environment on carrying capacity
	Strong economy	Sacrificing environment
	Social services	Neglecting interests of community
•	Homes / controlled development	Environment and nature
	Improving education	Human / social services
•	Strengthen the economy	Preserving the environment
	Preserve natural beauty	Health and well being of people
	Health and well being of residents	Preserving natural environment
•	Strengthening the economy	Environment
	Ensuring basic needs are met	Providing affordable housing or services for seniors
	Preserving the environment	Basic needs
•	Strengthen and improve education	More money from resident's taxes

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Create jobs in Maui County	Our families (i.e. spending time, having to leave Hawai'i)
•	Native rights	Feeling of <i>aloha</i>
	Global opportunities for our children	Losing their cultural values identity
	Affordable housing	Going into debt / creating jobs
•	Ensuring water supply	Land access and rights
	Protecting the community	Funding for education / health care
•	Services for our community	Environment
	Creating jobs	Recreation / local culture / environment (community)
•	Improve social services	Education and economy, budget cuts; service cuts – jobs; tax increase
	Water	Environment and culture and values
	Education and economy	Social services
	Improved highways	Taxpayers; improve politics, not raising taxes
•	Economy	Compromising the environment (i.e. growth, development)
	Health, social services, and education	Over-burdensome taxes and government
	Local government control	State-wide planning
	Environment	Healthy growth
•	Strengthen the economy	Unplanned growth
	Education	Social and health services
	Social services	Raising taxes
	Infrastructure	Preserve environment and culture
•	Substance abuse / education	Reducing funds from basic needs programs
	Achieving basic human / social needs	The next generation
	Improve environment	Strengthen and stimulate the economy
	Strengthen / stimulate the economy	Environment and culture
•	Maintaining the economy	The environment / character (i.e. reefs)

Trade-offs (Exercise 3) (cont.)

	Essential	But not at the cost of ...
	Maintain / strengthen local community character and environment	Jobs
	Improving human services	The environment / character and education
	Improving infrastructure in a sustainable manner	Monitoring / strengthening local community and environment
•	Rural identity	Urbanization; raising taxes
	Improved transportation	Basic needs
	Basic needs	Our environment
	Strengthen the economy	Preserving our natural resources
	Preserving the environment (ocean; stream)	Over-population
•	Preserve the environment	(Shouldn't come at any cost)
	Economy	Environment; small business owners (by putting them out of business)
	Provide / strengthen human	Raising government cost; education; other government services
•	Provide for human services / needs	Further compromising the environment and <i>aloha</i> spirit
	Living in harmony	<i>aloha</i> spirit
	Develop and provide economic opportunities for all	Further compromising the environment and <i>aloha</i> spirit
	Providing and ensuring basic human needs	Inhibiting economic growth
•	Strengthen economy	Harming the environment
	Protecting the environment	(*essential)
	Quality of life	(*essential for our islands)
	Quality education	(*essential for our islands)
•	Reduce dependence on tourism	Strengthen the economy
	Strengthen and improve education	(*essential)
	Improving infrastructure	Environment
	Housing	Preserving natural environment
	Preserve the islands natural environment	Growing more food locally
•	Strengthening the economy	Quality of life

Trade-offs (Exercise 3) (cont.)

	Essential		But not at the cost of ...
	Managing growth		Quality of life
•	Education		The people
	Environment		Suffering resources (i.e. transportation)
•	Strengthen economy		Human concerns
	Preserve environment		Poor economy
	Improving infrastructure		Preserving the environment

* Groups decided that the *theme / priority* was so essential that the group decided to end the sentence after the word essential. In other words, they determined that the issue was not a “trade-off” issue. When this occurred, it was interpreted by the analysis to mean that the group found the issue essential “at all costs”.

Suggested Actions (Exercise 4)

- Increase voter and community awareness of government actions, shortcomings and public events.
Increase transparency of government.
Fund education with tax dollars.
Support the arts.
- Work for preservation and less development.
Promote public transportation.
Promote solar energy.
Get rid of spray cans that endanger the ozone.
Plant sugar beets and don't burn sugar cane.
- Provide better services for youth and better recreational opportunities.
Improve services for seniors.
Strengthen education.
- Provide affordable housing and regulate housing industry, including shipping and realtors.
Encourage small business.
Lower gas prices.
Increase number of qualified teachers, budget better in order to pay teachers better and improve classroom equipment.
- Offer four-year university degree on Maui.
Increase community involvement. Create smaller community groups and partner with already existing groups. Bring ideas to the group to combine efforts (no need to recreate the wheel). Education will follow.
Develop goods and services that are unique to Hawai'i to market world-wide (goods, raw sugar).
Offer infant / toddler programs / preschool funded by business for employees.
Foundations / grants put priority into ECE.
Youth — Send graduates to training programs to gain specialized knowledge they can utilize here.

Suggested Actions (Exercise 4) (cont.)

- Education: Create separate high school and intermediate grades to prevent 7th graders from dating seniors and reduce risk of teen pregnancy.
Establish alternative school (ALC / Keawenui) with remedial reading and math programs.
Provide adequate supply of educational materials (books, computers).
Increase community / family involvement at schools.
Allow prayers within our school systems. They're teaching only evolution, and not alpha and omega (beginning and end).
Offer scholarships for locals who will commit to returning and teaching on Moloka'i. Offer more diverse college degrees in county.
Create island board of education.
Support drug prevention programs!!
Expand opportunities for early child care / preschool.
Economic Development: Encourage more high tech focused jobs.
Encourage / give tax breaks to small business owners and get federal grants for entrepreneurs (farmers, aquaculture, etc).
Create jobs that encourage self-sustainable living, and that aim to preserve and conserve the environment, like fishponds, and the work at Mo'omomi.
Health: Provide for Moloka'i-based psychologist and psychiatrist, Moloka'i-based health agencies with adequate funding and staffing and better hospital and medical facilities.
- Improve transportation.
Implement "smart growth" principles in community development and when planning new housing developments.
Promote recreation activities, improve recreational activities for toddlers. Enforce / expand public access to ocean and recreational areas.
Enforce zoning (enforce *o'hana* regulations) and make sure resources are available before issuing development permits.
Control beach vendors as they overuse the resources and don't contribute to tax revenue.
Charge downhill bike business to make a fund to create bike lanes.
Support development of affordable housing.
Fund health (medical and dental) and social services (food and residential care) for the poor.
Promote self-sufficiency in economic development. Create comprehensive island environment plan based on what we, the community would like Maui to be like in X number of years.
Address substance abuse through outreach programs to the local families on how they can address "ice" use by individuals in their families.

Suggested Actions (Exercise 4) (cont.)

- Allow for community input prior to building structures. Increase awareness of where our natural resources come from and about how to conserve water by means of a program that will reach out to each household, hotel room and condo rental.
Promote aquaculture as economic driver that also serves to use natural resources to preserve natural ocean life (from poachers) and replenish the animals reared within. Focus on work ethics training.
Create elementary, high school, college curriculum on environmental issues.
- Provide more funds for schools, better pay and benefits for teachers and higher education on Maui, which will produce more teachers.
Attract high tech business that can use local talent. Support green business, recycling and composting.
Make public transportation accessible and affordable.
Promote local culture by integrating Hawaiian values, history, culture and art into education for Hawai'i residents and visitors through mass media.
Create public library as a gathering place for residents and provide local internet access.
- Don't block shoreline / forest access. Instead of selling open lands to outsiders, keep it within the state. Enforce existing access laws.
Stop misuse of funds. Increase accountability. Specifically, increase accountability regarding funding for projects in East Maui. Those working on projects don't even step foot in Hānā. Enforce restrictions and policies that are currently in place.
Help residents to understand how to be self-sufficient.
- Limit speculative housing developments.
Raise taxes on vacation homes and funnel funds to improving sewage treatment and water system.
Improve education by raising salaries and involving families more with programs.
Improve use of existing facilities, redevelopment instead of new development.
Create self-sustaining communities.
- Volunteer in community and school. Talk to people and spread the message.
Become aware of the troubles and the future of Maui, and strive to work them out.
- Improve infrastructure (transportation, water, utilities, housing emergency) without leaving any group behind, damaging the environment, losing our culture or sacrificing basic needs.

Suggested Actions (Exercise 4) (cont.)

- Recognize Lānai's individual wants and needs. Consider us as a special community, unique from Maui and Molokaʻi.
Our community sees solutions with the youth.
Voice your opinions (especially young people). Block meetings were once very effective in meeting community needs (community center, hospital).
Non-profits should work together and coordinate efforts because vying for government funds (vs. individual) can be problematic.
Landowners need to be part of community-building process.
- When thinking about strengthening the economy, think about preserving, promoting and supporting the local culture. Keep Hawaiʻi, Hawaiʻi! Make certain that promoting new business (large and small) does not affect environment in negative way.
Improve plan for development by setting specifications, improving education and involving community.
Preserve coastal access.
Make land affordable for agricultural business and use (West Side sugar cane fields).
Develop good long range planning (population growth, transportation, etc.) and retain “sense of place” through architectural standards.
Change GET, but at the same time preserve small business.
Property taxes should pay for human services (there needs to be a balance between all themes). Privatize human services and regulate services on Maui for those having a business in another state.
- Privatize waste collection and establish recycling system.
Disclose procurement process for public contracts and make officials accountable for accepted bidded contracts.
Enforce stricter building codes and zoning.
Restructure government, so officials work efficiently.
Divert money from social services (through less red tape and simplified forms) to primary education (pay now or pay later) with more emphasis on early education. Move toward self-sufficiency with more small farms (2 acres) that sell to co-ops. Reduce government control.
Buy “Made in Maui” products.

Suggested Actions (Exercise 4) (cont.)

- Create community plan that will identify areas set aside for housing and areas left natural and stick to it. Simplify and clarify the planning and building process and requirements.
Limit speculative developments by requiring landowner / developer to fulfill certain (environmental and social) requirements in plan and to publicly disclose identification of landowner / developer.
Include in development plans affordable housing for qualifying candidates.
As part of design, require use of alternative energy, energy conservation and water conservation.
Create better ways of moving people: bike paths, decentralize rental cars to resorts, provide shuttle service to resorts.
Make recycling and garbage sorting mandatory for every household and introduce bottle bill. Waste sorting facilities will provide jobs.
Add ferry for Moloka'i.
More "home rule" — decentralize urban control funds (keep Maui's money on Maui).
- Explore nuclear power as option.
Install tramway or other alternative transport.
Promote and support cottage industries.
Improve administration and creation of small boat harbors.
Keep or grow economy without screwing up existing zoning.
Start an affordable housing authority.
Promote cultural and ecotourism
Have state come over here to coordinate with county.
Sustain communication by continuing FMN sessions in future, presenting progress reports, facilitating more frequent feedback, and presenting results to community association meetings at frequent intervals.
- Reduce dependence on tourism by expanding into high tech.
Offer businesses tax incentives for participating in community work programs.
Planning should not be done by one organization alone.
Issue luxury tax on real estate over \$1 million to help fund county needs.
Free up land for smaller farmers and commercial properties.
Research more profitable crop per acre, so we wouldn't have to use as much land.
Developers should work at leasing land for agricultural use.
Promote high-tech ocean-related industry.
Provide more affordable housing as an incentive for businesses to locate on Maui.
Move portion of Honoapi'ilani Highway (from Pali to Lahaina) inland to create more ocean recreation activities and open space.
Develop desalinization plant.

Suggested Actions (Exercise 4) (cont.)

- Deal with issues and don't place moratorium on building.
Council should make and take responsibility for budget decisions and not delegate this to an appointed board. Meetings regarding budget issues should be at times during which most people can attend. Establish elected community boards. Improve public transit.
Ensure jobs on island can support the high cost of living.
Develop Hawaiian multi-cultural forums (political cultural center to preserve and educate people on all different cultures).
Provide better notice for government projects through posters on property, community centers and libraries. Increase mail notice in rural and agricultural areas larger than 500.
Preserve small-town feel: incorporate Main Street values into guidelines for small town revitalization.
- Found 4-year university.
Keep beaches public on all islands (including Lāna'i).
Allow more land for more green parks that tourists can use, direct tourists to appropriate places and leave some places for residents that are not promoted for tourists.
Plan growth for roads / housing that is realistic and timely (so we don't lose federal funding).
Expand emergency service on West Side.
Foster more high-tech business that serve the Pacific Basin while improving our economy.
Utilize other resources such as solar energy.
Develop public transportation (like monorail) to alleviate traffic problems. Expand the runway for safety.
Develop a second deep-water harbor (we are only island that only has one).
Make developers pay for infrastructure needed due to their developments (schools, roads, utilities).
- Create vision: 1. Develop a vision with think tank and focus groups. Explore "best practices," and get a committee which has a commitment from the county government; 2. Get consensus for the vision; 3. Develop solutions to achieve the vision; 4. Get politicians to bring in experts and build a model that supports vision and is nonpartisan. "Value of a model is only as good as data that goes into it."

Suggested Actions (Exercise 4) (cont.)

- Listen to the quiet voices in the community.
Act responsibly, enact good laws and enforce them.
Enforce planning rules no matter how much money developers have. Monitor developments consistently and competently.
Enforce community plans to assure the environment is protected.
Provide greenways, bikeways and efficient public transportation.
Require officials to have higher qualifications for positions rather than just appointing them.
Prioritize issues.
Charge car users fee to fund removal of abandoned cars from our lands.
Purchase or preserve sensitive lands through land banking.
- Improve resource management, conservation, protection and restoration. Work for more balanced planning, more consistent application processes and enforcement of laws, encourage more participation in planning.
Encourage and support sustainable ventures and small business.
Enhance and maintain people and environmental balance.
Demand strong enforcement of plans, limited access by big money and outside developers. We need more forums like this to empower local people and communities. Create permanent citizen advisory committees at district level.
Increase public participation in governmental processes through better information dissemination and more convenient venues and times for public meetings.
Promote transparency in government and grassroots involvement.
Use taxes / revenue from economic development to preserve and enhance the environment.
Focus on small tourist facilities. Work to fill the existing rooms in the tourism sector. Avoid more large resort developments.
Make use of cultural and natural resources.
- Expand public transportation.
Encourage high tech jobs with low impact on environment.
Implement recycling.
Buy and preserve open space for conservation.
Grow local food.
Support small business and fine developers who break laws regarding developing.

Suggested Actions (Exercise 4) (cont.)

- Collect property taxes.
Provide education to train people for new industries.
Make land and water available for farmers.
Encourage farmers to supply basic food for local consumption.
Promote small scale farming by buying open space and affordable land to lease to
Individuals and farmers.
Introduce *kāma'ainā* (local) currency.
Figure out how much the island's natural resources can sustain.
Whenever land is developed, take out a portion to build affordable housing. Don't
limit planning to blocks, but integrate new plans into existing home developments.
- Preserving the natural environment can work with strengthening the economy if
the right jobs are created.
Issue moratorium on construction of golf courses and offer tax breaks to small scale
farmers.
Support arts in drug abuse and senior care.
Legalize marijuana.
Make recycling easier through education, incentives, infrastructure and reusing
more.
Create affordable public transportation (tram? bus?) With room for surf boards.
Teens can't get to work.
We need housing that's aesthetically compatible, Ooka's senior housing, and
affordable housing that stays affordable.
Limit profit on housing.
Reduce commuting.
Reduce cost of fuel.
- Strengthen economy by investing in education. Found four-year college and
market its specialized curriculum to mainland and internationally.
Use monetary contributions and taxes to improve land preservation.
Strengthen economy for a better quality of life.
Educate political process early in school, reintroduce political process through
community groups and events.
Identify top 3 issues in environment (open space — development; beaches / ocean;
water), get consensus about priority; educate and get people involved in
process and include long term planning to avoid Waikīkī.
Celebrate diversity of island culture.
Support farming.

Suggested Actions (Exercise 4) (cont.)

- Make government more efficient and effective without sacrificing essential services or safety.
Diversify economy away from reliance on tourism without negatively impacting cultural, environmental needs.
Improve education to provide qualified workforce for quality work.
Set up recycling and research technology around it.
Market Maui Nui creatively as a business friendly location (competitive with other locations).
Develop a comprehensive environmental protection, preservation and education program which promotes development of sustainable and efficient energy sources and usage. Conservation centered economic plan with the objective of conserving and protecting nature while developing economic opportunities through controlling invasive plant / wildlife, developing hiking trails, establishing ocean education center. Income generated will provide jobs and education for all. Integrate and expand the existing *kupuna* program to integrate Hawaiian culture and self-sufficiency using traditional cultural values to mitigate our current social problems.
Strengthen family.
Support health program which provides a comprehensive coverage for all including better service to seniors including reduction of medication costs. The health program will also include preventive health measures to reduce drug and substance abuse and education programs.
- Identify and preserve agricultural land.
Subsidize water for agriculture.
Develop and ensure adequate distribution infrastructure of water resources. Preserve the right to farm.
Increase export capabilities.
Provide more off-island transportation.
Diversify economy by offering economic stimulus through tax incentive for energy efficiency, agriculture.
Create jobs and balance in community.
Government should be noble profession. Improve consistency in political environment: longer terms for all elected officials, better voter education, campaign finance reform, higher salaries to make positions more competitive, education for officials to make informed decisions.
Improve education
Improve economy.
Address drug problem.
Provide housing.

Suggested Actions (Exercise 4) (cont.)

- Education: Increase teachers' pay, hold principals and teachers accountable, improve facilities and supplies, decentralize system for more local control, promote greater family involvement and provide more after-school programs.
Provide early education in school on substance abuse.
Increase adequate source storage and distribution of water, create a resource management plan, provide practical standards for prioritizing for environmental assets, balance use of resources (environmental)
Preserving small town ambiance.
Strengthen economy by reducing governmental regulation, economic diversification, tax incentives for economic investment, streamline process — mandate government response
Improve (public and private) transportation.
Reduce cost of living.
Provide long-term facilities and services.
Diversify housing options.
Promote golden rule and *aloha*, support and promote family values.
Decentralize political power (townships) without adding new layers. Improve voter education and participation through mail / email ballots and clarification of ballots and impact of vote.
- Streamline government: make benefits comparable to private industry (21 sick days, 21 vacation days are too much). Make advancement and compensation performance based (no tenure, no seniority). Privatize where possible.
Government should be a business leader.
Preserve natural environment.
Gain local control of education, increase teacher pay and involve private industry in teaching.
Government should only focus on infrastructure, especially road planning, and stay out of zoning and land use issues.
Require residency for welfare services.
- Education is worthwhile investment and those with more money should pay more.
Provide essential services with cultural and environmentally friendly products.
Integrate culture and environment in education.
Educate the public about freedoms and civil liberties and policy-making.
Offer forums to involve community.
Build over / under passes and use public transportation to relieve traffic.
Build multi-purpose public facilities.
Promote eco-tourism: base tourism on environment as opposed to building hotels.

Suggested Actions (Exercise 4) (cont.)

- Create small, diverse community councils (skilled in compassionate communication and conflict resolution) to address particular community needs. Create public media forums to air needs, challenges, ideas and resolutions (i.e. paper, radio, t.v.).
Require solar installation on new homes. This will provide employment for installers and will alleviate the need to increase power plant capacity. Offer tax incentives for those businesses taking risks to go in this direction.
Maintain rural lifestyle. Create new or support existing communities that are small in size but big enough to enable most needs be met within walkable or cyclable distances. Provide for public transportation for meeting other needs. Encourage the development of responsible and renewable energy resources on the local levels.
Encourage the skills of those living in the community to provide mentoring, teaching and health care for their neighbors.
Incorporate into education youth camps that focus on living in harmony with environment. Include topics such as zoning categories, ecological clustering (could set model for Maui), communities, homes, and government practices / laws codes.
- Develop infrastructure that compliments *'aina* (e.g. use of treated sewage and recycled glass on golf courses).
Create low / mid income housing without top cap ceiling on income (e.g. two income individuals). Limit luxury building or provide affordable housing within set time.
Decentralize DOE.
Create rent control.
Public transportation.
Create garbage disposal and recycling plans.
Promote sustainable communities, reduce dependence on fossil fuels, promote energy efficiency and be educated about impacts of infrastructure on *'aina* especially regarding energy.
Provide day care.
Concentrate on businesses that do not require new buildings (e.g. supercomputer).
Incorporate local culture into business policies. Use environmentally sound business practices and operations and offer incentives for business.

Suggested Actions (Exercise 4) (cont.)

- Buy more land for state parks and use zoning laws to protect rural identity.
Help strengthen economy.
Lower cost of living.
Give more power to the local community.
Spend less on weapons and military, cut back on foreign aid.
Stand up for what you believe in.
Support Hawai'i / Maui-grown products.
Support education.
Pay attention to priorities.
Business and non-profits need to support local communities with facilities, resources, services (tax write-offs) which will equate into opportunity.
Keep prices down and partner to reduce costs.
- Require higher tax bracket for people who move to Maui.
Educate and inform public to move (act).
Improve flow of information. Reduce the amount of privileged information so public has more in depth knowledge.
Professional politicians watch term limits.
Diversify agriculture, explore direct export of goods (Maui to O'ahu first).
Improve better island air service.
Create partnerships for youth with community organizations and local businesses.
Adopt special projects for youth center to help elderly in their homes and especially in nursing homes or to help in schools.
- Educate people about environmental protection (ocean, mountain, air), and form consortiums between environmental groups and businesses to come up with solutions (like Pacific Whale Foundation). Bring all key stakeholders together.
Make laws that govern architecture and landscaping (e.g. with homes that fit natural environment).
Create business that doesn't cause loss of culture (e.g. Hawaiian cultural center for residents and visitors like Ulupalakua ranch initiatives). Form coalition of stakeholders to collaborate with how business fits in with community.
Local control over schools, which helps fiscal management and bureaucracy.
Reduce red tape in human services. Improve on accountability and fundraising, and respect individual's rights to make decisions.

Suggested Actions (Exercise 4) (cont.)

- Empower our residents to be *pono*.
Support education, then everything else will fall into place.
Mālamā i ka 'aina: conduct community education program on *mālamā i ka 'aina* as way of life. Conduct *mālamā i ka 'aina* program in all grade levels and through media campaign for lifelong learning.
- Maui's county government should actively seek partnerships with educational institutions to promote more educational and affordable opportunities for local residents to allow them to remain on Maui.
Address substance abuse with stiffer penalties and laws. Get more in touch with the youth, DARE, etc. Create more treatment centers, incentives to stay clean and an anti-drug campaign.
Increase the police force. Create community watch and pay those doing the watch.
Provide financial resources to families.
Manage growth through integrity and focus on what is good for long-term sustainability and local residents rather than on projects of greed.
Economy is important but it should not disturb the environment.
Set aside land as undeveloped or as parks.
- Educate and inform public about land use planning and its impact on tourism.
Develop managed growth plan. Inventory current development in process and assess impact on infrastructure.
Address adequate and efficient public lighting.
Build hospital and related services for West Maui.
Promote drug education and drug enforcement.
Decentralize school system (create charter school).
Increase recreational activities and facilities for youth.
Support 4-year university on Maui.
Diversify economy by subsidizing agriculture (tax credits) and promoting high tech.
Promote managed / smart growth.
Support home rule (decentralize the state), hold evening meetings, and more state meetings on Maui.
- Enforce existing laws, ordinances and codes.
Educate town leaders.
Ask people to donate money to education.
Educate tourists and local people about natural environment with fliers on the plane and reports on the travel channel.
Determine what kind of impact a proposed development will have on jobs.

Suggested Actions (Exercise 4) (cont.)

- Develop recycling system as part of diversifying economy.
Get more people involved to develop a mission statement defining quality of life that provides parameters that can be referred to when a question about developments comes up.
- Reduce dependence on petroleum, promote solar and wind energy.
Make county building codes reflective of building for tropics.
Link education with private enterprise and get businesses involved in schools' success. State should fund preschools, special ed and U of Maui. The value and importance of education need to be implemented.
Budget to improve early intervention and family support
Create healthy ratio of development vs. preserving environment, and make sure there is enough water and energy, to support the development.
Address seniors' needs, health benefits, basic needs, substance abuse.
Create higher taxes in order to preserve natural resources.
Lessen dependency on cars; promote mass transit.
- Promote tutoring by high school students.
Redesign schools.
Educate children about waste management, fishing techniques and environmental awareness. Generate more income for schools through grants.
Pursue long range planning.
Empower community.
- Encourage donations instead of raising taxes for social services / human services.
- For the sake of civil defense, grow food on Maui. Grow "local organic" food, Create partnerships with all markets and provide 40-50% of food for civil defense. Make agricultural land available and utilize private property for agriculture passing legislation if necessary. MECO should partner on legislation. Create community gardens.
Promote alternative energy.
Ensure that organic agriculture becomes the model for local food production.
- Offering affordable housing will expand business opportunities and will directly benefit resources for education.
Support local growers by having more community farmers markets.
Promote wind power, solar energy and sustainable living community that balances natural resources with human needs (jobs, housing, water, energy, food) to benefit all people not just the million dollar houses.

Suggested Actions (Exercise 4) (cont.)

- Create an empowered culture of sustainability by promoting an education that re-thinks our economic and political structures.
Preserving and promoting our natural resources and the environment is the highest priority by which all other decisions in Maui County should be made. This means promoting the use of sustainable, renewable and alternative energy sources, pursuing responsible waste management, growing local food through organic agriculture and controlling growth and planning.
Promote education of environmental sciences (*'aina*) at MCC: recycling, equipment recycling, alternative energy sources (wind, solar). This will create new local industry in environmental sciences and new jobs. Diversify agriculture with legalized hemp production.
Redesign school system to educate children about waste management, fishing techniques, environmental awareness, resources.
Create citizen watchdog group, citizen and government enforcement process, a Patriot Act-free zone and sustainable law.
Promote less dependence on imported food and fuel. Promote local production of energy and food and maintain organic farm style. Develop better transportation — better cars.
- Maintain culture: Put *kupuna* on MVB. Grow taro, make poi, build canoes and go paddling, maintain fishpond, understand and preserve petroglyphs, learn land healing. Increase opportunities to understand and support cultural heritage more than just for entertainment. Include cultural content and Hawaiian history in education.
Control invasive species.
Exercise *ho'oponopono* justice.
Revisit EMI contract, improve distribution of water.
Encourage community-based and reality-based decision making and encourage authenticity.
- Promote education, human services and volunteers. Offer tax incentive to volunteers.
Vote in new political leaders and improve public information (community meeting / bulletin board flyers).
Discount inter-island buying to specifically help agriculture.
Hold politicians accountable for contracts or planning and allow public review of development.

Suggested Actions (Exercise 4) (cont.)

- Offer tax incentives for large corporate investments. Allocate tax dollars to a rainy-day fund.
Offer more support for home share-homestead and give tax breaks to contractors who help with this.
Pay attention to character of Maui and its unique ambiance. Be mindful of the relationship of infrastructure to the land.
Take action now to simplify tax system (general excise tax, unemployment insurance). Create and enforce laws that limit abuse.
Activate county cultural commission to work with different groups as a resource and to promote cultural events. A cultural resource commission could be more helpful at publicizing events. Create cultural resources coordinator within county. Encourage local people in educating people about culture without becoming commercial. Keep it real! Get people to help with taro fields.
Promote more cultural educational opportunities for kids in the schools.
Promote awareness of issues through media.
Diversify the economy by promoting small businesses and provide education and reform of the taxation of small businesses
Protect the land with proper laws and enforce the laws that are currently in place.
- Reduce dependence on tourism to create self-sufficiency.
Recycle and treat sewage water for irrigation, use more natural fertilizer for growing fruits and vegetables.
- Address the people by holding smaller community meetings at job sites.
Create jobs in agriculture and natural resources.
Don't sell the ocean-fronts when they move the road and don't develop housing and roads on *kuleana* lands.
Grow crops that beautify island (i.e. pineapple, sugarcane, macadamia nuts); use brackish water for agriculture, not drinking water! Farm away from residents.
- Re-organize DOE.
Legalize gambling.
Create new guidelines for public fund disbursement.
Public officials need to involve community and "walk the talk."
Get involved!
Before developing, developers must give something back (i.e. parks, housing, schooling).
Please always remember the little people.

Suggested Actions (Exercise 4) (cont.)

- Support actions on second level, *ahupua'a* / self-sufficiency, that create jobs and preserve quality of life while supporting first level of *mālama 'aina* / stewardship. Build affordable housing.
Developing the use of renewable energy and efficiency creates more jobs than continuing reliance on fossil fuels.
"X" amount of dollars is designated for bureaucratic purposes. The majority of funding goes to fund programs. Apply S.C.B.M. model for "decision making" regarding appropriation of funds.
Create jobs through environmental restoration.
Promote local distribution of agricultural land.
Use all forms of environmental restoration as eco-tourism.
- To counter substance abuse, Moloka'i has created programs that incorporate environmental preservation work.
Seniors have a valuable role in our community and they should be enlisted in programs for youth.
There are cultural barriers regarding health care. Some Hawaiians are uncomfortable seeking our doctors. Application for federal grant for community health care system has been submitted. In order to access health care, Moloka'i needs to strengthen and diversify its economy without adversely affecting the natural environment. This requires expansion of jobs that conserve our natural resources (natural resources academy, assistance to homesteaders).
Improve community dialogue and input from all groups.
Identify acceptable economic development by attracting industries that support community values and environment.
Promote regular, culturally sensitive, open communication.
Promote solar-powered homes and wire homes that generate more than they need to feed back into the grid.
Support new program starting this year at Kaunakakai High School (natural resources academy to explore vocations).
Incorporate more fine arts into education by training teachers in how to use fine arts in teaching. Provide more funds and resources for training to allow education and fine arts to work cooperatively. Lengthen the school day to allow for added curriculum.
Educate the community about viable options towards economic growth while preserving our environment (legislative support).
Forty-acre Hawaiian homesteaders were meant to create a way to farm and produce an income, but since no infrastructure or equipment was provided, they have had to get other jobs.

Suggested Actions (Exercise 4) (cont.)

- Make the planning process for affordable housing less political.
Community plans should be followed and stiffer regulations on developers enforced.
The public needs to be made aware of water issues on an on-going basis.
Promote new job industries of local products (flowers, clothes, island produce).
Improve education and training of basic skills.
Create ways for families to stay here.
New developers should be required to incur costs of alternative water and energy sources.
Maui Board of Realtors should make newcomers aware of why we are a special community and culture.
Use existing land to grow food, and promote tax incentives for businesses that comply.
Improve all youth facilities and services on Maui, offer business exposure through youth competitions, internships, Junior Achievement, maintenance and expansion of parks. Promote more volunteerism (WPA concept).
- Make laws and rules that will allow host culture to practice cultural traditions by ensuring indigenous and gathering rights.
Protect local and native residents from having to pay higher taxes because rich people buy and build and cause tax increases.
Work in harmony with environment by not desecrating the land, cutting down all of the native trees and vegetation and no more selling of ancestral land. No more land for sale.
- Provide government subsidies for local farmers and price caps on imports.
Promote government help for small business, create and enforce zoning restrictions and promote businesses that support open spaces.
Educate the general public and youth in particular about the importance of preserving the environment.
No more monopolizing companies.
- Improve the planning process by getting the stakeholders to work together and to put community first.
Take responsibility for particular (physical) area and promote recycling, conserving resources, composting and living in a self-contained community like the *ahupua'a* system.
- Promote celebration of Hawaiian culture and link health and wellness (industry) to Maui's identity.
Reorient to locally grown business and cooperative agricultural business.

Suggested Actions (Exercise 4) (cont.)

- Charge toll on roads and let the immediate communities decide how funds are spent.
Create local improvement association that would have the ability to approve general economic development and ban undesirable ones like golf courses and high-rise buildings.
Preserve environment by not using chemicals and poisons (in industry and agriculture), but by promoting eco-tourism.
- Promote more extensive use of recycled water (i.e. desalination for irrigation).
Diversify sources of energy (i.e. solar). Make use of solar energy mandatory for all new homes.
Educate community about infrastructure goals and the economy.
Teach the population about the importance of voting and quality candidates.
Use eco-tourism as a way to diversify business and enhance habitat and culture.
Expand number of high schools, improve conditions within classrooms (i.e. A/C), incorporate information infrastructure into curriculum (Internet access).
- Promote energy conservation and efficient public lighting. Promote use of low-impact energy sources (i.e. solar) through tax incentives. Promote use of photovoltaic cells and sales of energy back to utility company. Promote public education about other possible technologies for producing energy.
Government budget includes waste.
- Create local government plans committee.
Reorganize government so that it becomes a partner with private sector providing the money to allow the private sector to provide the services.
There's no better dollar spent than through preventative care.
Use food stamps for non-food services.
Government should allow homeowner loans 6-10 years for residents (Las Vegas model).
Concentrate on areas to preserve beaches.
Create lottery system to help fund education. Keep money here instead of sending to Las Vegas (Hawai'i spends \$500 million in Vegas).
- Cultivate more and improved contact with people in Lāna'i. Become more involved; become more informed!
Offer private funding and grants for seed money for new small business.

Suggested Actions (Exercise 4) (cont.)

- Create enterprising and strategic plan that addresses healthcare, recycling, solid waste management and will maintain the rural identity while providing jobs.
Fully implement EC plan. Change voting on county council so Moloka'i can vote for its own county seat. Abide by community plan.
Recognize Maui / Moloka'i / Lāna'i as separate districts.
Create community health center.
- Expand call center.
Don't use imported materials.
Promote Internet-based jobs.
Support organic farming, sustainable farming (low-impact) and agri-tourism.
Subsidize teacher training program for local people. DOE should give local teachers preference. Local people want teacher training but they have to go off island to do it.
Provide career and healthcare education / counseling to high school students.
- Do better to guarantee public access to shoreline, protect sensitive areas from too much development too quick.
Improve education.
Create affordable housing.
Integrate quality of life into planning and development: urban limits, defined areas for affordable housing and zone.
Create incentives to support renewable sources of energy.
Issue land reform.
Support small business, store ownership and main-street philosophy of business store ownership (Main Street Association) and local oversight.
- Pursue long term planning and encourage volunteers (professionals).
Strengthen community-based groups to oversee new development and activities. There needs to be more oversight by community of large landowners, etc.
Provide access to health care for low income or uninsured residents and donate services.
We need more local business so money will stay here on the island. Hire more local people. Companies from mainland bring their own people, so we need local companies. Take action to encourage companies to hire people from here.

Suggested Actions (Exercise 4) (cont.)

- Direct a percentage of hotel tax collected to fund healthcare.
Increase government regulation of health insurance.
Create or improve accountability guidelines for administration and teachers.
 Demand accountability from lawmakers to ensure funds are allocated to specific program to increase teacher salaries and classroom size (i.e. investment properties would be a source of funds to be diverted to education needs).
Charge (speculative) investors higher taxes to offset having to increase residents' taxes. Force investors to fund infrastructure to support each individual development and make certain they fall within guidelines of "master planned" communities. There has to be a community plan vs. just house developments.
Developers should provide schools and utilities.
Demand higher tax from non-residents.
- Gear economy toward farming industry and family / small business.
Create youth center for increasing skills and trades.
Schools should fund-raise, get business sponsors, and enter competitions that pay (to reduce the need for tax increases).
Strengthen *'ohana* by providing more opportunity for family therapy, more family strengthening activities, child-rearing classes.
Create small business opportunities (cottage industry).
Support environmental projects.
Support diverse cultural opportunities in music, arts, studies, etc.
Distribute tax funds more equitably.
Develop cottage industries.
Rotate social services quarterly and develop support through writing grants.
Increase skills in trades different from jobs in hotels, construction, etc.
Demand more equitable distribution of tax revenue.
Encourage sponsors for "needy" children to support better education.
- Pursue grants for aid in providing basic needs and improved senior services. Costs should be covered by those using services (not the whole community).
- Instead of selling homes to mainland families, they should offer homes to Hawaiian families. That would help decrease over-population. Remember we are all in this together.
Encourage people to try something new and keep an open mind. Be mindful of what you say especially in another language. Speak the language of the majority in the room. Parents, teach children respect for other cultures and teach the culture by using the elders.

Suggested Actions (Exercise 4) (cont.)

- Find sponsors and fundraise to bring sports back into school year.
Increase grants to fund education including sports.
Increase business: grow crops (i.e. bring back pineapple to export), make factories, swap meet, more hotels (but more dependence on tourism), more animals for farming, export plants, conservation work, use internet (i.e. order online, catalog), promote aquaculture.
Introduce 8-period days, encourage home school, year-round school, clean environment and volunteers to help teachers learn local language.
- Water is always an issue and it is expensive.
Basic needs will collapse without the support from *'ohana*. Family connection needs to be rebuilt. Parents are role models. Make a family plan to schedule time during meal times, focus on priorities, give a culture reminder and 8 o'clock curfew and bedtime.
Create the jobs while protecting the environment.
Support self-sufficient farming, local business and enlarge the business district.
- The county and state should work together to improve infrastructure. County should have more voice concerning schools and transportation.
Communicate better with public and stick to what is said.
Improve education to produce better politicians.
Improve accountability for money distribution back to counties.
No more quadrails.
- Enforce zoning to minimize illegal housing and over-density of housing.
Improve control of alien species.
Stop burning cane.
- Increase protection of environment so that we have more from it.
Make water for streams a higher priority than water to Kihei.
Government needs to be more accountable.
Reorganize government so that rules and regulations don't paralyze small business.
Streamline the process required to start a business.
Improve human resource management.
Get more involved to inform more people.

Suggested Actions (Exercise 4) (cont.)

- Enact rules and procedures that promote symbiotic solutions when cultural preservation clashes with other community needs (housing, health care, etc).
Provide tax incentives to organizations that promote Maui Nui's cultural values.
Require mediation of major disputes between culture and development.
Require education about the positive actions and contributions of cultural aspects for development and social services.
Demand efficiency in government, clarify and enforce existing laws, develop intergovernmental relations, engage in communication between government and community, monitor decision making to ensure proper solutions.
- Be vigilant about maintaining inspections and monitoring for protection of environment (pollution, etc.).
Implement smart growth and planning and enforce the community plan. Create and update general plans with community involvement and stick to them — manage growth!
Hire qualified teachers and compensate them fairly, invest in schools, use educational standards / requirements for teachers and competency standards in classrooms.
Only a small percentage of Hawai'i citizens vote. Even a smaller percentage of citizens are informed of current issues in Hawai'i. In the future a system should be setup, which allows registered voters to respond, through the Internet, to how our particular elected officials should vote or how we feel about a particular issue. This will allow our elected officials to know in advance whether or not they are truly representing their constituents or just voting their own minds. We should not have to wait for 2-4 years for our elected officials to know whether or not we think they are representing us and our interests.
- Make politicians more accountable for actions.
Improve allocation of taxes.
Have term limits for politicians.
Allow for responsible growth.
Promote environmental research and involve kids in projects as part of educational program.
Promote host culture in education system.
Promote arts in the public education.
Prepare kids for technology and life.
Provide for medication and dispute resolution through healthcare provider. Provide for preventive health maintenance through your insurance program, "health zone."

Suggested Actions (Exercise 4) (cont.)

- Strengthen community through incentive programs (tax credits, enterprise zones, grants, etc) and proper planning (long range economical and community planning).
Offer tax incentives for businesses to meet environmental standards / clean industries.
Create affordable housing.
Create jobs that have cultural value.
Improve transportation / infrastructure planning, i.e. public transportation.
Provide 4-year higher education on Maui to educate kids at home and keep them here.
Provide opportunities for continuing education.
Attract funds to create “think tank” type jobs that develop ways to protect the environment.
Develop other industries on Maui that attract money but do not depend on tourism (and are stable in times of terrorism and other threats), industries that do not threaten environment, maybe computer technology.
- Strengthen families.
Politicians need to interact with the community more often
Politicians need to listen to the everyday working person and hear their needs.
Make decisions based on everyday peoples’ needs to help families and the majority of the people of Maui County. Help make balance between family and work life.
Provide tax incentives for small and big business.
Implement inter-island ferry system.
Create jobs.
Use agricultural land to grow crops and support sugar tariff.
Design buildings to complement natural beauty of the surroundings.
Encourage volunteers to help maintain environment.
- *Mai kā pi'ina a kā lā i ha'eha'e a i ka mole olu o Lehua. Aloha e Boyd.* On your recent public address to the community of Maui, you stated that without financial support from the Federal Government, our Hawaiian people will cease to exist. We would like to remind you that culture comes from the "na'au" and not from the money pot. *Aloha Pumehana, us.*
- Lower DCCA regulation standards.
Raise hotel room taxes.
Create affordable housing.
Diversify economy by promoting and preserving agriculture.

Suggested Actions (Exercise 4) (cont.)

- Increase taxes to promote and enhance services and facilities for higher end tourist destinations.
Develop and encourage more participation in the community planning process by increasing numbers in CAC.
Vacant properties should be assessed before thinking only about stimulating the economy.
Limit and control development, and improve enforcement of controls (i.e. zoning).
With tourism, encourage emphasis on dominant cultures (Hawaiian, Japanese, Filipino), eco-tourism, but keep Maui, Maui.
- Government's role should be as a hand up, not a hand out. Do not allow for an over-dependence on government. This is interrelated to the environment.
Promote programs that teach people how to work, find work and budget.
Improve education and job opportunities through vocational and tech schools.
Community service rather than tax increase.
Preserve rather than "improve" environment.
Restrict growth / plan growth and development.
Designate and preserve open space.
Promote job fairs and create jobs that help improve the environment.
Promote more efficient and convenient public transportation.
Create programs for children with extra time.
- Build affordable housing on government leasehold lands.
Ensure that people make equal pay compared to other states and account for cost of living.
Stop subsidies.
Improve infrastructure.
Find leadership whom community trusts (from the grassroots) and to whom it is loyal.
Increase "people participation" by educating family members and friends, putting movement together to get all our community's thinking of what's best.
There's strength in numbers.
Create stability in the construction industry by allowing our Number 2 industry to be viable in these hard economic times.
- Environment: Promote research for more efficient alternative energy through tax credits for research and development. Issue penalty [for use of fossil fuels] (like in tobacco settlement) to fund research and development for alternative energy production.
Developers should be required to direct a percentage of profits from each development to health care, culture and education.

Suggested Actions (Exercise 4) (cont.)

- Increase federal funding for social services.
Environmental safety and safe infrastructure planning are interconnected.
Plan communities with bike paths, allow no gated communities, implement Kihei green way / open space plan ("Joe's plan").
Improve long-term, coordinated planning. Study other communities for "best practices" and good ideas for development. Residency should be requirement for offerings of affordable housing.
- Create a better long-term strategic plan (master plan). Follow through with the community plans. Follow up with the community plans.
Elected leaders need to listen to the voice of the community, do what is right and not simply what is politically expedient.
Quality tourism, not quantity tourism. Create / promote more unique eco-tourism and Maui-unique experiences.
Preserve the *aloha* spirit. Preserve natural resources.
Change form of government to be proactive, professional, long-term thinking, run like a business. City management should have more stable experience of experts.
- Encourage small business.
Provide more activities for young adults.
Improve public transportation.
Control sources of substance abuse in order to improve health, chances for work and better families.
Education: Allow teachers more flexibility. Improve education in order to create better jobs. Decrease union regulation. Initiate a county lottery and create tax incentives to help fund education.
Teach Hawaiian culture to our youth; teach the real meaning of *aloha*.
Build housing in areas that will not damage the beauty of Maui.
Stop destroying historical sites.
- Council members need to listen and understand our people during meetings with their concerns for our islands. Our public residents truly care and intend to bring these concerns to the council with the expectation of some kind of positive decisions and not passing the buck and playing politics. The solution is, you will not be elected next term.
Include each household in survey on public bus service via poll (and maybe personal contract): How much would you pay? How often would you use this service? What kind would you use? What would help to keep you here on Maui / or your family?

Suggested Actions (Exercise 4) (cont.)

- Education must be a top priority.
Promote mass transit.
Drill more wells for water.
Recycle!
Help solve drug problem.
Develop truly affordable housing.
Think island-wide.
Review penal system.
Be accountable to society.
Create equitable and enforceable rules and laws and be consistent.
Streamline government process and increase efficiency.
Create more parks and bike paths.
Support laws that promote business, speed up permitting, and offer tax incentives.
Set standards for teachers to justify pay increase.
- Support affordable housing.
Support beach parks and recreation. Provide for beach restoration and for restrooms in parks.
Expand bike trails.
Promote educational opportunities.
Promote cultural diversity.
Rationalize all drug enforcement, stricter judges, short AND long-term drug programs, drug enforcement treatment, drug treatment in insurance, strict with sellers, offer treatment to users.
Encourage native Hawaiians to take leadership roles.
Preserve fishing rights and limit maximum elevation for development of West Maui mountains.
Drill more wells for water, do sustainability study and water study to determine island's capacity.
Understand infrastructure as part of development.
Build hi-rise (affordable housing) all over and build new villages to avoid suburban sprawl.
Improve transportation and bus system.
Provide adequate health services.
Improve education under local control of schools and build more small community schools.

Suggested Actions (Exercise 4) (cont.)

- When you fix a road, do one piece at a time.
Provide better information for emergency services if someone is arrested or in hospital.
You've got to do more for the children growing up here. Get some activities going for the kids like free movies, skateboard parks, pool halls or bowling alleys.
- Audit social services to ensure needs are being met and funds are not wasted. Be accountable for public funds.
Legalize gambling in the form of a state-run casino to fund education. Hold politicians accountable and educate them. Department of education is too top heavy.
Have a meeting when people are available and offer food at meetings. There aren't enough people there taking action and contributing. Leaders need to make FMN a priority. Coordinate and educate on what the issues really are.
Promote voting and getting people more aware and active in social issues.
DOE needs to get good teachers and with support of administrators, implement an evaluation system. Provide tools and materials for the job and classroom.
Legislators not reflective of the community.
- Environment: Promote and reward water conservation.
Improve road from Wailea to Upcountry.
Improve bikeways, public transportation and use alternative energy for public transit.
Eliminate government red tape.
Make recycling mandatory.
Promote energy efficiency.
Revamp real property tax schedule to protect elderly.
Decentralize DOE.
- State and County need to work together, priorities need to be set, more home rule allowed and visitors' money kept on the island.
Make better use of federal funds. Increase accountability for government decision-makers and set time frame to achieve results. At state level, make long-term commitment.
Better community from one community to the other.
Set up infrastructure standards (environmental impact, water) prior to development approval.
Follow thru on FMN.

Suggested Actions (Exercise 4) (cont.)

- Promote public transit.
Long-term strategic planning is necessary.
Reduce red tape / bureaucracy.
Eradicate pests and alien species.
Build Lahaina bypass.
Environment: Create more favorable policies to regulate water, water storage, solar power / alternative energy and find new water sources in wells. Get federal dollars. Improve allocation of public funds.
Promote more partnering between public and private sectors and education.
Maui Arts and Cultural Center for more cultural activities.
Develop volunteer pool / workforce to do projects around the community.
Support non-profits and buy locally.
Use media to promote cultural leaders.
- Educate the population and tourists / visitors that respect for our natural capital "the environment" ensures a strong economy and a healthy society.
Diversify agriculture, build aqua duct and ensure safe water storage upcountry to support small-scale agriculture over luxury housing.
Encourage pure water development.
Encourage farming.
Promote public transportation.
Improve education.
Preserve coastlines, beach access, forests, open lands and East Maui water.
Enforce existing laws on controlling alien species.
Enable recycling and improve education about it.
- Politicians should take less money and put it where it belongs (like in schools).
Learn from other models.
Implement tourist tax.
Demand tax equity of part-time residents.
Less studies, less research, more action and more fair allocation of money.
Improve school / youth facilities (i.e. AC in schools).
- Reduce fuel prices and improve airport services.
Lease commercial land from state; revert back to agriculture and grow food locally.
Support small business start-ups without all of the red tape.
Provide salary increase for teachers, improve facilities (sports programs), provide for qualified assistants, reduce teacher turnover, request financial assistance from DHM and state foundations, prepare our kids for college, increase parent involvement, change to year-round school with one month break.

Suggested Actions (Exercise 4) (cont.)

- Once a year, bring elected officials, including those on O'ahu to Kihei at 3 pm on a Friday afternoon to see what it is like.
Create more jobs.
Grow more food here.
Make more attractive business climate for industry.
Determine water resources through water survey.
Make sure teachers and classes are at up-to-date standards. Increase salaries and benefits for teachers, give teachers more "free" education, and subsidize their housing.
Provide transportation for seniors.
Improve collection of taxes, analyze tax income of individuals and corporations to look for inefficiency and loopholes (offshore residents).
- Support alternative ways to fund education.
Promote eco-tourism.
Bring in new clean industry (like sports).
Promote and diversify agriculture and use environmentally friendly pesticides.
Preserve open spaces.
Implement recycling methods to deal with waste.
Promote use of alternative energy sources.
Improve green belt, parks and recreation.
Improve infrastructure.
Improve education.
Offer specialized health care programs.
Create childcare options.
Offer tuition waivers to support local teachers, enough pay for top quality teachers, provide more classroom funding and encourage partnerships with private sector (i.e. adopt a teacher).
- Reduce dependency on tourism.
Reduce personal taxes.
Provide free Internet access.
Develop alternative energy source (i.e. solar for more than heating source). Enforce responsible development; designate business districts.
Diversify business mix. Offer tax incentives for small businesses and out of state investors.
Promote eco-tourism.
Improve public transportation on Maui and devise master transportation plan for Maui.

Suggested Actions (Exercise 4) (cont.)

- Allow more competition among healthcare providers.
Increase conveyance taxes to build schools (sales tax but not on basic needs). Stop band-aiding problems.
Create annual sports / recreational attraction.
Move Kihei police station to Azeka.
Put DMV in building not in trailers.
Create neighborhood common with green space, parks, bikeways, spaces that feel good instead of just decorative strips springing up around highway.
Stop creating eye-sores. Plan more green belt. We are a lush resort destination.
Provide tax credits / incentives for small business in order for it to compete with large business. Make it affordable for business to come here.
Get 4-year university.
- Build hospital on West Side with more birthing rooms.
Increase minimum household income for qualifying for low-income, medium income assistance.
Pay teachers better, build and improve more schools to accommodate population.
Drive or sit on the Pali in the afternoon traffic.
Increase percentage of all housing per development available.
Reevaluate developers, zoning and accountability of developers.
- Educate the public, listen to the public and be accountable to the public for spending.
Attract good educators to Maui by paying them well.
Reward water conservation and penalize water waste.
Put up resource boards for community action in the park or on shopping bags.
Increase community involvement, VOTE. Participate or don't complain. Care about Maui and volunteer for community service.
- Recycle!
Preserve ocean!
Instill values in kids by families and educate children to recycle.
Devise Master Plan communities, thinking of the community as a whole, more long-range comprehensive planning.
Offer cultural classes for seniors and in senior centers (*kupuna* program).
Offer social services that incorporate culture and arts.
Encourage Hawaiian practices like stewardship.
Establish drug court.
Promote eco-tourism.
Strengthen health systems (health center of the Pacific).
Strengthen higher education by establishing premier 4-year university.

Suggested Actions (Exercise 4) (cont.)

- Buy more land and preserve it.
Build a recycling center.
Get the data on how much water exists for Maui Nui area.
Better allocation of funding for Maui Nui: keep Maui's money in Maui.
Take government off the backs of small business and reduce bureaucratic burden.
 Import fewer goods-promote Maui goods.
Get local people more involved.
Identify young people for leadership, provide government clubs in high school.
Provide medical shots for children.
Provide incentives for people to stay in school, build vocational school.
More active educating of intermediate and high school kids about why
 environment is so precious. We need mentors.
Make it possible for farmers to keep farming and give incentives for farming.
- Upgrade the watershed.
Implement building moratorium.
Promote clean energy through incentives and increase number of solar battery
 acilities.
Raise public education standards and standards for politicians. Offer tax credits for
 teachers and allow charter schools.
Create mass transit system.
Grant doctors tax credits for treating patients without coverage.
Run government like business, improve government accountability and require
 evaluation of government and city jobs. Lower salary for politicians.
Reduce mandated services and only offer emergency services and essential
 services. Government should eliminate benefits at 10 years for youth and
 educate public that services cost money.
Dental coverage should be required for employees.
- Increase community input.
Develop public transportation.
Develop alternative fuel sources.
Work to be "self sustainable."
Get involved with older kids for transportation.
Form partnership and connection in community; coordinate services so there is a
 safety net and no redundance.
Set criteria for big business.
Define affordable housing.
- Provide better service for youth: more parks, after school, weekend night activities,
 sports.

Suggested Actions (Exercise 4) (cont.)

- Grow more food locally.
Decrease dependence on television and microwave / processed foods.
Get more exercise!
Don't talk, walk! Just do it!
Protect island's rural identity.
Re-vegetation and reforestation with native plants provide for erosion control, animal sanctuaries and removal of non-native species, and all work to protect the watershed which in turn protects the reef.
Monitor commercial fishing.
Keep Moloka'i, Moloka'i!
Present climate fosters tourism - diversify and don't sell out. Promote entrepreneurship, shrimp farming, Hawaiian arts and growing food locally. Support education, merge western culture (*palapala*, diploma) with Hawaiian culture (foundation, heritage).
- Pay attention.
Landowners need to allow accessibility to our natural resources (beach access).
Listen to town meetings and groups. Get off the pipe. Set up zoning rules and stick to it. Build with natural materials. Planners need to assess impact on natural resources (water) and environment before developing. Plant native plants on old agriculture lands (keep agriculture land, agriculture land). Demand stricter enforcement of environment / zoning / junk cars, etc. Make people accountable.
- If you (elected officials) lobby political agendas through system, you will be held accountable through election process.
Keep Maui County money in Maui.
Retain locally collected taxes (decentralize state programs to county level).
Develop detailed tax laws: example tax mainlander a lot more than local buyer on the purchase front. If mainlander is occupant, return the tax back after an extended period of time. Maintain a rainy day account. Keep Maui economic decisions in Maui.
Make the newspaper part of the community consciousness by including more local articles.
- Prioritize issues and create incentives for people to create common interest in solving problems.
- Be accountable for your decisions, transparent in your dealings and results oriented. Promote town hall meetings and grassroots participation.

Suggested Actions (Exercise 4) (cont.)

- Don't let Ho'okipa (beach near Pā'iā, northern Maui) to become the next Kapalua (town and exclusive golf resort in western Maui).
Expand recycling and make it mandatory.
Create public transportation with central drop points.
Plan development and growth, and not piece meal.
Architecture should be compatible with Maui's environment - no "big box" buildings.
- Designate open space.
County should offer land swaps.
Indonesia — no enforcement of imported products.
Improve control of invasive species.
Redistribute wealth from large land owners to small.
Solve housing problem by getting big business to step up to the plate.
Unions need to get behind drug testing and solve drug problem.
- Create lottery for basic needs.
Use human services (water / sewer) as "job creation."
Preserving, protecting, promoting natural resources.
Promote agriculture, aquaculture, feed Maui and focus on industries that use tourism as a supplement.
Support public safety by encouraging more training programs in prisons that are started at an earlier point in the prisoner's term. Many of them are returning to our communities without a meaningful opportunity to change their errors in thinking. In the long run, more programs and education will bring back healthier individuals with a sense of empathy toward others and will reduce the costs related to recidivism. Self-sufficiency will help them become contributing members of the community.
Seek new type of visitors by promoting bike paths, sports and recreation destination. Diversify agriculture by growing bamboo and our own food.
Promote film industry.
Promote research for non-polluting energy.
Examine all investment by its long-term impact.
Increase funding and support for nonprofits and charitable organizations focused on community and human services.
Develop business opportunities for locals to make our economy grow.

Suggested Actions (Exercise 4) (cont.)

- Listen to the technical experts and make fewer political decisions. Focus on the long term and don't depend on the quick fixes. Establish and implement priorities. Priorities are not static but change with community needs. Compile and summarize community needs. Conduct a larger forum for all islands. A general planning process may be visionary (FMN) but there needs to be political will.
Establish growth boundaries and take action to develop firm regulation against development.
Emphasize eco-friendly energy sources.
Maintain and enhance education about protecting our environment.
Empower the Hawaiian community, hire more locals at the hotels and establish more cultural centers.
Pass all open space bills, pass all shoreline protection rules.
Stop TVR's.
Require residency prior to purchasing property.
Construction doesn't have to impact environment; make upgrades / remodels in construction that don't impact environment.
Population boom has had heavy impact on social services.
- Strengthen economy by promoting small businesses to keep money on Maui.
Grow more food locally to help local farmers.
Establish bus transportation, encourage car pooling, provide alternative traffic routes especially during mass evacuation or accidents.
Encourage diversification of employment areas that would reduce need for long commutes.
Encourage more family involvement.
Supply some resident services and maybe organized volunteering to help support elder care.
Address growing economic disparity in community, the widening gap between the haves and have-nots, and leaving people behind. Encourage balance and develop partnerships in the community.
Encourage corporate benevolence and philanthropy.
Create affordable housing with help of developers.
Address educational needs like computers. How do we allocate limited funds?
- Get involved in planning and zoning to ensure proper planning and controlled growth.
Change political environment, communicate that change will happen.
Base of economy is land and sale of land, so there is a strong urge to develop; however, once land is developed, there's none left to be developed. Create economy that doesn't depend on development.

Suggested Actions (Exercise 4) (cont.)

- What kind of jobs should we create? Increasing high tech jobs for local residents, providing education to help youth get high tech jobs and jobs in agriculture would have positive impact the economy.
Don't take away ocean programs and lifestyles (fishing, limo picking).
Promote resource sustainability
Protect watershed.
Use less cement and promote more green.
- Integrate tourism with the health industry. Make Maui a premier health and wellness destination. This will create research jobs (integration of medical technology, wireless monitoring of health vital statistics for patients) and can integrate with the preserving the environment.
Create alternative transportation.
Expand education-based tourism (culture and environment).
Encourage aquaculture (export fish for food, grow tropical fish for export).
Increase access to other cultures early. Schools need to undergo a bit of "deprogramming" of messages that kids may pick up from home.
Fund conferences and exchange programs through education or grants to foster cultural exchange for youth.
Don't just throw more money at current education system. Create more post-high school experiences outside of Hawaii, so that kids see another perspective and can bring those models back.
- Solve traffic problem. Provide transportation but not at the cost of seniors' / youths' transportation needs.
Use the arts to educate public about substance abuse issues.
What is role of the Arts and Cultural Commission and where does their guidance come from?
Include the voice of the youth.
- Strengthen the economy by creating more jobs and attracting business to come to Maui.
Create limited ultra high-end housing development (benefits: property tax, spend money, donations).
Diversify economy not necessarily through high tech but through higher education.
Legalize marijuana for export only (agriculture).
Improve education: build more schools, provide more funding for extra resource teacher, provide more after school programs, restructure the curriculum. Get students to be aware of what's going on in our community. In order to improve education we need funds, so we need to improve economy. Go with our bread and butter economy.

Suggested Actions (Exercise 4) (cont.)

- Improve infrastructure without hurting our natural environment.
Promote use of alternative energy.
Take advantage of desalinization of ocean water to counteract the water shortage due to drought.
Improve the “county” participation in a bus service on Maui.
Improve announcements for getting people involved and help educate our students.
Partner up with schools and other organizations to improve the quality of education and educational opportunities. Provide classes to better prepare our teachers. Use trial / experimental schools to improve curriculum. Better educate our students for better integration into job force.
Ensure that a ferry system would survive in our county and that hopefully it would be opened up statewide.
- Have tourists pay hotel / user airport tax or fee.
Parents should volunteer services to assist teachers.
Promote and attract alternative (clean) industries.
Create jobs in agriculture.
- Support controlled development.
Motivation, recognition, reward; promote from within and offer training.
Use education to increase independence.
- Reduce taxes, size of government and regulations. Conduct independent audit of County government. State controls the water more than the County.
Promote green harvest of cane, harness some of the energy lost during burning.
Increase support of environmentally sound tourism.
- Create incentives for businesses and tourism industry to be more eco-friendly.
Create incentives for hotels to be “green.”
Promote alternative energy sources and clean technology.
Make Maui a health center of the world.
Create college for marine biology.
Do landscape competition with real estate sponsors.
Control the privatization of beaches.
Diversify economy through creation of niche industry.
Support international sporting events and open air markets.

Suggested Actions (Exercise 4) (cont.)

- Give us the air ambulance.
Funding support for programs like Americorps, SCA, etc.
Support and promote responsible eco-tourism.
Create resource management program at 4-year UH to be situated on Maui.
Promote solar electricity, wind mills, recycling, and smart growth, where communities are located near job sites, where there is light rail and hydrogen fuel for buses.
Designate certain environmental areas to be under the protection of local / federal government like Haleakalā National Park.
County should allocate funds for purchase of open space, protect and increase beach access for the public and make builders / developers responsible for assuring open space, such as beach access, in their development planning.
Incorporate youth services in the Department of Education budget.
Provide cooperative education opportunities within different departments in government and create internships for youth.
Have social service recipients work on infrastructure projects.
- Create jobs.
Promote business in health field.
Offer incentive (tax breaks) to reintegrate people into work force. Grow more food locally.
Support small business.
Improve education.
Strengthen economy.
Promote efficient use of energy.
Improve political environment.
Make land available for housing.
- Make comprehensive planning and design (tech) available.
Levy property tax for education in community.
Hit businesses for educational dollars within community.
Partner education and human services.
Hotels should partner with high schools for summer interns and sport competitions (like the KKHS link to Ulupalakua Ranch / Kula Hospital).
Utilize 3-D technology to show how surroundings will change before developing.

Suggested Actions (Exercise 4) (cont.)

- Improve community health and well-being. This is important to improve local political climate so that the silent voices are heard in preserving the natural environment.
Establish standards that will assure the protection of our natural environment for each community theme.
Promote energy self-sufficiency (wind generation, solar, fuel-cell).
Promote public transportation to reduce vehicles on roads.
Encourage local agriculture for local consumption with a vision towards export.
Lengthen runway to accommodate expansion of fresh Maui agriculture and aquaculture to other states.
Create government support for energy efficiency technology and incentives for research and development of new environment-friendly businesses and public transportation.
Create, develop and support businesses and organizations whose philosophy is to protect natural resources. Use *ahupua'a* concept as a guiding theme (interested in the wealth that already exists in our land, ocean and our Hawaiian culture). Get private sector support for vocational skills training in educational system. Broaden the value in native Hawaiian businesses.
Create opportunities for kids to come back home after college.
- Increase funding for education and educational programs.
Define affordable housing.
Provide access to beaches for locals and tourists alike and respect native rights.
Start entrepreneurship program, create partnership with business that will oversee apprenticeship.
Improve global opportunities, support foreign student exchange program, learn how to be comfortable in the world and tap into the rich and nonprofits for funding for recreation and education.
- Increase funding to create jobs.
More community service directed towards cleaning places that need it like beaches.
Empower businesses within our county instead of bringing in franchises from elsewhere.
Offer training programs within the school and community. By keeping trainees in jobs within the community, it enables them to give back to the community who supported them.
Plant native plants.
Use water drip system.
Reduce pollution.
Recycle.

Suggested Actions (Exercise 4) (cont.)

- Build water desalinization plant.
Designate areas for hunting.
Community should choose someone to control the water and have more say in water management.
Activate more civic engagement in school, look to the future, not the past.
Make school day more hands on, life-relevant and experience based. Increase technology in schools (i.e. tech / comp labs). Combine math and building together (i.e. construction).
- Create more programs like Nā Puā No'eau (This program services students of Native Hawaiian ancestry from kindergarten through grade 12 statewide and aims to raise the educational and career aspirations of Hawaiian children and their families).
Create more jobs at health center (Hāna) for youth.
Improve enforcement of fishing rules and size regulation.
Offer grants to support start-ups.
Allow access to fishing grounds.
Open local businesses in support of farming jobs, aqua-culture, landscaping (i.e. native Hawaiian), livestock programs, and create educational facilities to teach youth about farming and all forms of sustainable agriculture.
- Offer money for improvements.
Work for love.
Encourage more people to vote and register more voters.
Issue campaign reform, make politicians more accountable.
Talk to political powers to emphasize importance of improved highways (4 lanes) in West Maui.
Examine the opening up of water (i.e. Hāna water going to Wailea area). Improve water resource management (including recycling) and address priorities of water distribution (i.e. resorts vs. sugar). Compile accurate data on where the water is and where it is going. Control growth — find water before building more condos, etc.; recycle water as appropriate.
Improve education. Create local school boards, smaller classes, higher pay for teachers and more tutoring programs, so we have better trained workers entering the workforce.
Support local businesses and economic diversification.
Require tougher qualifying and screening procedures for social service applicants.
Work closer with private entities and apply for grants.

Suggested Actions (Exercise 4) (cont.)

- A percent of taxes that gets generated at the local level, should be spent on the issues of the local area. All occupancy tax should stay in the local area and be allocated with sensitivity for the needs of the county.
Diversify agriculture.
Promote Maui as a spiritual, healing, nature retreat.
Create jobs in education, vocational trades and health.
Give incentives to business which support local agriculture, art, workforce, talent, tech industry jobs and youth.
Support smart growth initiatives, look to preserve open space in key areas, designate appropriate growth areas that are healthy for the community.
Designate agricultural areas to support the needs of the resident population.
Protect reefs and surfing spots.
We need local control of schools and hospitals.
Create a four-year college as an economic incubator and a West Maui medical center.
- Lower cost of health services for all of us.
Consolidate non-profit agencies.
Cultivate community consensus, Focus Maui Nui.
Draw boundaries for development. Set aside land for preservation. Maintain open spaces, develop small clusters of housing and commercial areas within planned growth.
All businesses should donate time and / or money to a fair share of community agencies.
Provide educational resources for seniors, youth and the needy.
- Change the political system that is not business friendly.
Increase the tax base (i.e. property tax) to provide revenue to county for 4-year college and educational institutions that impart skills for an employable, diverse workforce.
Problems need to be prioritized. Politicians should get involved and be active.
Alternative energy resources (i.e. recycled oil) need to be pursued.
More faith-based organizations need to get public involvement in form of donations, volunteer goods and services.
Educate public awareness about people in local politics and the issues.
Diversify agriculture and promote locally grown products.

Suggested Actions (Exercise 4) (cont.)

- Develop alternative or mass transit.
Make it safer for bicycles and walkers.
Create incentives that protect environment.
Decentralize education and increase local control.
Increase pay for teachers, police officers and fire fighters.
Create community plans for small towns to prevent sprawl.
Provide financial incentives to local businesses for supporting local, organic agriculture.
- We need smart community planning and slow growth practices to prevent over-population and to reduce transportation needs.
We need good elected officials.
Promote family cohesion, stronger family and church values and more attention to preserving the *aloha* spirit.
Establish cultural health practices.
Pursue renewable energy.
Grow food locally.
Develop dual water system (potable for home and secondary water reused for golf courses / lawns).
Promote alternative fuel cars and alternative transportation. Create mass transit with proper access, educate population about mass transit, ban fossil fuels and SUVs, use hydro ferries.
Keep open space and access to ocean.
Keep water runoff from ocean.
Prevent introduction of alien species.
Educate about environment.
Improve communication and education about community issues.
Preserve historical and archeological sites.
Preserve farmlands.
Provide more open spaces.
Allow no more zoning changes even after county administration changes.
- Create local board of education.
Institute accountability.
Streamline health system, privatize hospital, don't waste tax dollars (procurement laws, old boys network, promote competition).
Create citizen review of environmental impacts of proposed developments: allow procedure / appeal for grievances outside of court.
Create environmental industry.

Suggested Actions (Exercise 4) (cont.)

- Increase local control of schools with local school board. Build high school in Kihei.
Make voting more appealing.
Allow for more community input and more efficiency in planning. Establish clear procedures and stick to them, be more accountable, follow community plan, come back and tell us what you are doing, reduce the amount of paperwork and the legalities (red tape).
More services should be provided by non-profits and funded by private sector.
Allow private companies to bid on trash collection.
Maui County should control county services (education) — Not the state!
Look at more creative ways to build housing.
Give new businesses accelerated depreciation (2-5yrs) of all capital investments.
Fast-track building permits (streamlined) for greater efficiency. Create clear guidelines for permits and licenses.
Citizens should participate in public meetings and vote.
Provide group living for elders (*'ohana*).
Make affordable housing and affordable hotels.
Media should provide voting records (of elected officials), more local coverage and also coverage about positive achievements.
We need to provide to the underserved.
- Use alternative means for energy.
Monitor growth.
Address native culture's issues and rights.
Give regular awards to people who devise and implement creative strategies for nurturing the people. Research how others have dealt with issues.
Make wish list for foundations and anyone who wants to help.
Make *aloha* our guiding force.
Inform citizens of what the needs are and how they can help. Volunteer should provide services.
Create land trust, reducing access restriction by looking at what New Zealand has done with eco-tourism and make a more cultural and traditional visitor experience.
Substitute environmentally damaging jobs with ones that benefit the natural environment.

Suggested Actions (Exercise 4) (cont.)

- Start teaching healthy, environmental habits from preschool through high school. Encourage consistency at home teaching parents and having public forums. Education about protecting the environment should begin early and be included in more after school programs. Educate about protecting the environment from preschool to college with enhanced media component and public campaigns.
Strengthen the economy by creating quality jobs and affordable housing, so parents won't have to work 2-3 jobs to pay bills (or engage in illegal activity such as selling drugs to make ends meet).
Build more schools, less prisons.
Reduce, reuse, recycle.
Require developers to include affordable housing as part each of their projects and to create cultural and recreational opportunities, as well.
- Force contractors to build more affordable housing.
Draw up 10-year growth plan for Maui County.
Strengthen education by busting up statewide DOE. Prevent funds from being taken away from education and increase funds to education.
Reduce dependence on tourism by promoting small business.
Promote research on decreasing cost of living in Hawaii.
- Provide affordable housing.
Encourage local agriculture
Encourage tourism
Promote renewable energy.
Promote recycling.
Balance construction / service industries with R&D / manufacturing / export industries.
Diversify agriculture.
- "Hold feet to fire." Hold lawmakers accountable for implementing plan and have accountability enforced. Plan growth (with balance).
Establish university on Maui.
Promote solar energy.
Promote desalination.
Protect sovereign culture but not at the expense of educational standards.
Create incentives to get an education.
Strengthen economy through community harvest. People are most important, do not subjugate people to uncontrolled corporate growth.
Pursue community created referendums and initiatives.

Messages (Exercise 5)

To Government and Elected Officials

The future of Maui Nui can be best represented by preserving / promoting our local cultures and traditions as well as strengthening our education.

If you don't help us we will start a petition and will go on hunger strikes. You said in your campaign you would help us. Please help us! The time is NOW! Make summer vacation longer!

Do your job and listen to your community. The economy and services are the main issues.

Invest in and support higher education as an economic development engine. Support teacher training at all levels. There is a lot of concern about preserving our way of life on Maui. Improve education by increasing teachers' pay and reducing class size. Pre-kindergarten through higher education should all be of highest priority. We, the people of Maui, need more schools, more qualified teachers and higher pay for teachers. Mayor: Why does Maui County have such high gas prices? We the people of Maui, need affordable housing for low income people. There is a major crisis in housing and we believe it starts with shipping. There is a need for regulation at all levels.

Aloha! The general public of Maui is concerned about tourism as an economic driver and believe it is essential for our islands. We want to make it known that reducing the dependence on tourism should not come at the expense of the environment and culture of the State of Hawaiji. If we strengthen our education system and provide quality education, we will have the resources to approach and to solve many of our other issues such as preserving culture, promoting political climate, strengthening economy, protecting environment. If we don't focus on education we will never get out of this rut.

Governor – On Moloka'i we are proud of our natural environment and we are committed to keeping our resources plentiful and our environment clean. While we are in desperate need of a strong economic development plan, we do not want to jeopardize our environment. We believe that increased support for small businesses and entrepreneurial efforts should be increased. Grants and low interest loan programs for farmers, aqua culturalists, and small business owners should be created. *Mahalo!* Mayor – Do something, not nothing.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Think before you act. Think long-term and don't be swayed by your own passionate personal agendas. Governor Lingle: Hawai'i's future is in our children's hands. By nurturing our children, you protect and promote Hawai'i.

We must pay the price of addressing the crystal ice methamphetamine use in Hawai'i. The cost of paying whatever is necessary to address this problem is much less than it will be if let unaddressed. Realize how much the "ice problem" affects all aspects of the Maui (and Hawai'i) community. Develop comprehensive, long-term, "smart development" plans that don't revolve around short term political gain. Increase efficiency of government structures and cut the waste. Protect our environment, it is getting abused. Implement a better recycling program for more and different types of waste. On Kājahumanu Avenue, fix the timing of the lights. Address to the county – Provide more toddler programs to ensure their healthy development (2-4 years). Also child care is too expensive, so we need more fun and educational programs (such as Pals for toddler kids).

Mayor: Improve our roads upcountry in order to eliminate traffic jams. County Council: No success in life can compensate for the home. We have taken 10 steps backwards from what Hawai'i once was. The value of love was shared, which focused on the things that mattered most, families, strict laws to preserve natural resources, giving and / or sharing all and all of what we have regardless of experiences, knowledge or time. No success in life can compensate for failure in the home.

Please plan wisely using hindsight of our past three generations and foresight of the next three generations. Take this into consideration when making decisions for the future of our islands. Serve in righteousness not in selfishness and be accountable. *Ua mau ke ea o ka ʻāina i ka pono* – the life of the land is protected in righteousness.

We need a long-term plan to create and maintain a thinking community on a beautiful island on which the economic, social and environmental needs are kept in balance and the nature and culture of Hawai'i are preserved.

Get off your *ʻjökole* and stop kissing others!

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Politicians: Environmental protection is essential for our islands. Economic gains and growth should not ruin the environment. *Aloha jāina!* Governor – Wise up! Our economy already consumes too much. We should not over-extend the land in an attempt to ease our housing situation here. Dear Mayor Arakawa, We, the youth of Maui County, have discussed issues concerning the Island of Maui. We feel that the issues of businesses, education, community, and the environment should be improved for the betterment of our residents. Thank you for your time!

Keep the majority of revenue produced here on Maui in Maui...specifically in the areas, like West Maui, that generate it.

State Government – Listen to Foley. He knows more about Maui than you do. You must engage with the people and listen to what their needs are. Legislate to provide for those Maui needs, not what the needs are on Ojahu! Pass legislation to address problems of the economy, water use, and waste management as well as conservation and protection of the land and waters. The state board of education – you must stop resisting the concept of local control of Hawaiji's schools. Local school districts, with the power to hire its own superintendent, elect its own school board members and tax its own communities based on the community's desires are essential to creating viable school districts. Teachers should be hired and compensated by the local districts.

Eco-tourism should be given more attention as a growing market for Maui County. What tourist market are we addressing: up-scale, selective or mass commercialism? We recommend up-scale tourism. 1) Reduce regulation and expenses imposed on small business; 2) Educate government officials and the population in technology and economy so they can make the proper and efficient decisions: nuclear, high technology, D.O.D. work all bring in funds. Educated people produce needed goods and increase efficiency; 3) Reduce regulation to allow small harbor development. A tramway up to Haleakalā would get rid of busses and traffic up Crater Highway.

Please make process meaningful by listening, taking appropriate action, showing positive results and being accountable.

State Government: Maui County is the fastest growing county in the state. Therefore, we need to address our infrastructure needs immediately, based on projected growth rates versus current rates and with community input. County Council: Thank you for supporting and listening to the comments of Focus Maui Nui. We appreciate a forum that allows input from a more representative cross-section of the community.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Stop requiring paper records for seven years. Use electronic storage and keep words in plain English-KISS.

Create a new global phenomenon by promoting a vision statement that doesn't fall victim to changes in government. Revisit water simulation process. Water department forbade them to bid on any future water work. The priority was to protect water resources and promote conservation of water. There is a difference between quantity and quality. Promote Maui (through funds, boards and commissions) as a more desirable place to visit.

Promote arts and culture as an economic base. Promote marketing of Maui-made products through support of small, local business. Protect land designated by community plan as open space.

The economy, environment and Infrastructure are out of balance and are affecting the quality of life here in Maui Nui. You must enforce current laws and prioritize actions for future plans.

Stamp out corruption. We need smart growth. And infrastructure needs to keep up with development.

Leaders need to represent the people. Address the problem of the inadequate water supply and get the lead out. The state has taken away local control of water. Take opportunity to look at USGS regarding water impounded at 3,300 ft elevations. If you tap this by drilling horizontally, it will create energy savings and provide pristine water, and recovery of the aquifer. Money is like energy: we can't just let it flow out, it has to flow in a circle, just like this island.

Agriculture is essential. Be accountable and keep building and agriculture in balance. Progress is found in balance.

1. Do not be cornered by a vocal minority in your decision-making because of your fear of the media; 2. Make decisions based on a vision for the general good for the true majority of the public; 3. Make decisions – don't just talk about them. Don't be afraid to be decisive. Empower (educate, train, team build) employers and administrators to understand the needs and goals of the public and incorporate these aims into their departments and everyday actions. Make these lasting guidelines, also for the board for all strategic planning.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Encourage the growth of Maui's economy by drastically shortening the approval process for new developments. For example, bring zoning into conformance with the community plans and restrict the areas subject to SMA permits to those land parcels adjacent the shoreline. Establish a mechanism to expedite the review process of land use of other environmental and culturally sensitive areas.

Run government more like a business. Don't put politicians in charge.

In all important decisions, consider improving education, adequate water supplies, and preserving the islands' natural resources. Support these through establishing appropriate research institutes. How to make this process (Focus Maui Nui) sustainable: education, participation. Santa Cruz, after the earthquake, created Vision 2000 for their community planning. We should do something similar here as the basis for a community / general plan and bring in the stakeholders. Santa Fe, New Mexico, requires that developments inside city limits conform to the southwest style.

Elected officials – Take a serious look at the multiple problems we have with living and working on the West Side. Be aware of problems: traffic/accident, drugs, housing issue, lack of services, no hospital. Public officials – Develop a closer relationship (unity) with government and community to solve our primary concerns, housing, education and drugs. Promote "unity in community."

Help strengthen Maui's economy, lower the cost of housing, give more decision-making control to local communities, and listen to the people.

Improve the process of gathering information. Come up with four major themes, recognize the needs of the themes, and prioritize the needs. Assess the projected outcome and financial impact of the actions, and allow public and officials input through meetings, newspaper, public hearings, and the internet.

Encourage recycling. Provide tax credits to those who hire students and offer apprenticeships.

Shape up! It cannot be a choice, we gotta be *pono*. We voted for you, so listen!

Make responsible decisions and be accountable to our environment and residents.

It will take cooperation of all our communities together, working with state and local governments to bring about the successful future of Maui. We are all in this together, we all have a stake in our future.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Dear Mayor Arakawa, Today a group of educators participated in a focus group to discuss the needs and concerns in the County of Maui. We identified five areas that require your attention. They are: 1. Strengthening education through intervention across the spectrum of youth and families; 2. Improving transportation; 3. Reducing dependence on petroleum; 4. Improving our quality of life; 5. Promoting and supporting of health and welfare. We would like to hear your thoughts on these issues.

Dear politician, It has been brought to our attention that preserving the environment is our #1 priority and that this can be achieved through education. This is now your job.

The community has spoken about preserving our quality of life and strengthening the economy. We need you to carry out the community's mandates.

To the Governor and other elected officials: We would like your consideration of the following issues: Balance economic revitalization with increasing educational opportunities, and improving human services and access to healthcare. While addressing these issues, the "people" should have ongoing input and their opinions should be considered.

As representatives of the rural voter community of Maui Nui, specifically Hāna and Kīpahulu, we wish you to know that your re-election depends on your upholding the *'āina* as the topmost priority in all decisions, as specified in the Constitution. We expect you to stop all development and expansion plans until an assessment of all resources, such as native plants, water, etc. is done. From now on, "The Life of the Land is Perpetuated in Righteousness." *Aloha*.

We really need you to help your community to address and improve 1. Social services; 2. Environment; 3. Economy; and 4. Preservation of culture.

As the voting taxpayers of Maui Nui, we will hold you accountable for prioritizing education and protecting our natural environment. Immediate actions that need to take place are: affordable housing; more funding for education; and economic growth.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

We the people wish to create a sustainable, locally-based economy using organic agriculture as a model for local food production. Explore alternative energy resources to help relieve our dependence on imported oil. Visitors Bureau – I believe over the years, Hawaiji has been badly represented. The person that should be in the Visitors Bureau is a *kupuna* (elder) that would reflect and represent what is truly Hawaiji.

Mayor / Council: Stop putting us on the back burner! We all pay the same taxes, but we have fewer opportunities and services.

We want to promote more educational opportunity without compromising any of our human services. This can be accomplished through volunteer programs with tax incentives. Politicians should listen to the people!

We put you in office to represent us and we have a plan for Maui. Now what are you going to do to help us make this plan work?

The Molokaји community supports this vision of the future: 1. Strengthen families and community (human services); 2. Promote and support education, arts and culture; 3. Strengthen the economy through diversification, job creation and local sustainability; 4. *Aloha ʻāina* – preserve the natural environment and promote effective use of resources (capital and natural).

Let the community get involved in smaller hearings.

Maui, Hawaiji is in the center of social and economic change. We, therefore, want to protect and preserve our environment and culture while at the same time, we want to create a sustainable framework for economic growth and social services (i.e. basic safety, health, and education needs). This is achieved through community involvement in the political, cultural and social arena.

We're worried about Hawaiji's future. Take the time to listen to your constituents' concerns. Make decisions based on our needs and not based on your political futures.

Leaders need to be aware of issues in our community: housing, education, jobs, recreation. You need to help us resolve these issues.

As our elected officials, it is your duty to find out what our needs are, especially in those constituencies in small rural communities. We need less talk and more action.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Don't let the results of Focus Maui Nui fall into a black hole. We're at a crossroads and our leaders have an important responsibility to refer back to the motto: government of the people, by the people, for the people. We, the people of Hāna, love the land we live in (on). You have the power, bestowed by us, to protect our natural resources and be the examples of stewardship of our Hawaiji *nei*. Since we share this home, we know you will do everything you can to help us meet and address the challenges we have set forth.

Listen to the community's needs and act upon them. This is what we need and want. You talked the talk, now walk the walk. We need to strengthen the economy, provide affordable housing, and promote local businesses. Hawaiji is not only a visitor destination but home to over a million people who must live in an economy largely dependant upon the visitor industry. Because of its perceived status as an island paradise, the economy has also been inflated to the point that the cost of living is more than an average family can afford.

It's not about you. It's about us. All of us! Take a walk in the shoes of others.

We want to decrease traffic, improve the local economy, and preserve the environment by charging toll on historic roads. Then use toll money to preserve recreation areas near highways (i.e. bathrooms, parks) and to promote local control of tour business.

Strengthen our local businesses and assist, encourage, and support cooperative marketing of sustainable island amenities.

Maui's mystique is slipping away rapidly. We need to act just as rapidly to preserve our Maui, not just for visitors, but for our residents now and in the future. We should promote eco-tourism as a way of retaining our uniqueness, Hawaiian culture, and natural beauty.

Maui's future needs to include strong protection of native species and natural resources. Not only will this preserve Maui's local quality of life, but it will enhance Maui's attractiveness for tourism, our major industry. Planning Commission: Develop long-range planning for water, renewable energy and energy resources. Commitment to preserving Maui's native natural environment is quintessential to preserving Maui's lifestyle and economy.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Thank you for your support. Please abide by rules you've created. Support us with what we want. To the Planning Commission: Maui Nui values *aloha ʻāina, mālama ʻāina*. Please base your decisions on the preservation of our environment and its natural resources. Think of how your decisions will affect everyone.

Support local agriculture, improve and increase transportation between Maui and Molokāʻi.

Preserve our quality of life. Our environment is our economy. Strengthen and encourage the democratic process (e.g. HCPO conference, HSAC).

We have unmet needs and we feel that in the past we have not been able to effectively communicate in a way through which we have received a response from leaders. Listen to us and be accessible for us.

Remind government of Lānaʻi's ranking of priorities: youth services, substance abuse, healthcare, natural environment, and assure adequate water supply.

You need to listen to the community's concerns and needs. You need to be held accountable for the future of Maui County.

Take action! We need to adopt a health system like Canada or Europe.

Culture is very important and makes Americans different in every way. Our nation is like a small replica of our globe. We see Chinese, Filipino, Spanish, Italians, and other races from city to city and state to state. We all have one thing in common. We all have rights and freedoms. Speaking other languages and practicing our cultures and traditions are important in making America a unique place to live.

Here we stand, citizens of the United States of America, I request of you, the Governor and U.S. Senator Dan Inouye, that we get our spring sports back. We have money problems wish for you to commit to solving this problem. So please hear us and bring back the things we love to do, such as spring sports.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

We represent the island of Lānaʻi and have important concerns about Lānaʻi and its future. Since attending the Focus Maui Nui discussion on 8/7/03, we have identified the needs of our community: 1. Improve and offer more services including affordable housing, 2. Healthcare, 3. Improve and increase economic opportunities for residents outside of the resorts. We need to band together so that funding for seniors is not cut back any more than it already is. Seniors are living longer now, so we need our medical (health care) coverage. We cannot lose our cultural identity and need to protect our natural environment.

There is a strong need for your support in following through with our suggestions (i.e. support for continuing education and raising wages to be competitive with other states). Give people more opportunity and freedom to pursue what they want to do.

Enhance economic opportunities in addition to tourism through strengthening education to provide a skilled labor force for other industries that are environmentally friendly. Give the county more control over the funds it generates and improve the political climate to enable government to accept fiscal responsibility.

We voted for you! You represent us! Please be aware that the citizens of your community are trying to respect you! We want to thank you for representing our community and we want to remind you that we have needs and we also have talents. Help us to better ourselves by limiting your desire to endlessly spend and allow us to empower ourselves, to create new businesses, to find employment and to sustain a unique future for our Hawaiian community here in America. School Board: Keep your egos in check – remember you represent the community and not yourselves. Establish priorities to raise the rank and quality of Hawaiʻi's schools to a higher national average. Rob Parsons: We believe the environment is important to the future of our economy, our island lifestyle, and most importantly our children! Please maintain proper vigilance over those who may violate and pollute our environment.

Please don't change your agenda after you get elected. Improve our traffic situation. You have the opportunity to influence lives in a positive – extraordinarily positive way – please do so. Planning Department: Increase the priority for long-range planning with increased budget and staffing.

We urge you to preserve the environment by enforcing zoning regulations and by following the community plan to prevent further abuse. Promote lower density, up-scale second homes to provide more money for environmental issues including purchasing land for parks and beach access.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Efficiency, effectiveness, accountability. As a community, we believe that efficiency in government and development of inter-governmental relations will promote better communication between community and government, monitor success of decisions made, and clarify and enforce existing laws more successfully.

President of United States: Make parental participation in schools mandatory, and incorporate our Focus Maui Nui session's suggestions for educational content: Promote environmental research and involve kids in projects as part of educational program. Promote host culture in education system. Promote arts in the public education. Prepare kids for technology and life.

Governor Linda Lingle – Please remember your roots and stop vetoing economic proposals that would help Maui County.

Mayor Alan Arakawa – We need to have our politicians interact more with our everyday working people and listen! We advocate the creation of jobs within the State of Hawaiji by asking the state to develop and implement a inter-island ferry system. This will create jobs and allows better utilization of agricultural land. Ultimately it will benefit and stimulate the economy state-wide.

There are many unique environments on Maui island and we must recognize and preserve these while allowing human interaction with the land. Governmental rules and regulations need to be streamlined to promote and preserve small business while at the same time protecting the environment.

Work together to improve the quality of life in Maui County. Encourage elderly volunteers in services to the community. To the County Budget Chair – spend more on eco-tourism.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Governor: Why are you cutting the budget for sports and recreation? It keeps kids out of trouble. There might be other solutions. Mayor Arakawa: We are high school students soon to become the future who are concerned about the health of our community here on Maui. Our main concern is for the physical and mental well-being of our community and its people. However, in addressing these issues, we urge you not to encourage excessive dependence on the government. Programs should emphasize teaching people how to live a healthy lifestyle as well as contributing to the economy. To help youth choose the right path, we support more recreational activities and the encouragement of getting a good education. We feel that the highest priority and most urgent need is for the health and well-being of the people. Once the quality of life on Maui is improved, other issues such as environmental protection and the economy will be on their way to resolution as well. We hope that you continue to do what is in Maui's best interest. Sincerely, concerned high school students of Maui.

President Dobelle: We are very concerned students attending Maui High School. Upon attending a meeting sponsored by Focus Maui Nui, the subject of education has caught our attention. We are appalled that the effort to construct a university on Maui has occurred at such a slow pace. In order to improve the local economy, our island needs a university to provide a local work force. We sincerely hope that our opinions are heard and duly noted. Sincerely, Three High School Students

Have we forgotten our local people? Hopefully we can improve our results. We understand political action, and one of our goals is to get more people to vote. We hope our message is clear and our concerns are addressed: healthcare, education, participation. Mayor / Council: Every administrator that comes in promises to improve the water permit process. There has been no improvement so far.

Mayor Alan Arakawa – We feel that Maui's economy needs strengthening, but not at the expense of our efforts to preserve our natural environment, to support and promote small business, and to make more housing affordable. We also need to help preserve our local cultures, traditions and the arts. To Governor Linda Lingle – We hold our state's political leadership responsible for ensuring the quality of life by: 1. Preserving our islands' natural environment; 2. Strengthening and diversifying our economic base; 3. Ensuring basic needs are met through a strong and improved educational system along with effective social and human services.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

To the Honorable Governor Linda Lingle: Maui is in dire need of affordable housing for the local people. We believe that Maui has different needs from other islands, and we want to keep Maui the special place it is. To the Honorable Mayor Alan Arakawa: We talk about protecting our environment and affordable living. How are we able to do this when fees for public services are increasing? Once fees (sewer, trash etc.) increase, it places burdens upon homeowners and renters. Now that the trash fees are being increased, litter around our island will do so also.

Aloha Governor Lingle – On behalf of many Maui residents, we would like to encourage more qualified individuals for leadership positions in government leaders. To Mayor Arakawa: Strengthening Maui's economy is essential for our islands, but it should not come at the cost of preserving what makes Maui, Maui. Elected leaders need to listen to the voice of the community, and follow through with the community plans.

Just do it! Make it happen. Actions speak louder than words!

Since community / neighborhood boards don't speak for me, I want a public bus service to transport me from any point on island, seven days a week, with reasonable fares. This will lessen dependence on personal vehicles, lessen traffic and provide more revenue for the county.

We feel there should be equitable treatment of all citizens by the government in respect to laws and permits. Streamline government, increase efficiency and accountability. Listen to your community, be honest, and act with integrity. Lead by creating the infrastructure to allow our people the quality of life they desire. Focus on the basic needs of citizens.

Priorities should not be based on money. Keep priorities in mind, use taxes more responsibly, improve efficiency in government, and address the results of Focus Maui Nui.

Mr. Mayor: Maui is growing so fast and big and you are not providing parks and safe places for the kids, who are our future.

Make education a priority and work together to address the issues. Be more accessible to your constituency by engaging citizen participation in small town meetings.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Listen to all the people affected by issues in the county. Reduce government micro-management and red tape, and increase the role of the private sector to address viable, efficient solutions to strengthening our economy, preserving natural resources and using common sense.

Leaders actually have to care. How many of our former plans have been carried out? Get out in the community. Motivate your government employees and promote voting in the community.

City leaders: Improve communication with community by gearing it toward the average person. State and Federal leaders: Be more receptive to home-rule issues and do a better job of prioritizing in funding issues.

Listen to entire community. You will be held accountable.

Hold to your oath of office and stay connected and involved at the community level (currently power is on Oʻahu).

County Government: There needs to be action. Just do it.

We need a clear vision and a plan that works. Think outside the box. Take politics out of political decisions and focus more on the community. Be open for changes and lead progress.

Don't sit on it. There have been too many promises.

County Council: To provide the best opportunity for the county and its future: 1. Diversify economic base by providing incentives for small business and targeted industries suitable for islands; 2. Educate and train a qualified workforce; 3. Preserve the identity and culture of Maui *nō ka ʻioi*; 4. maintain the aesthetic quality of the island; 5. preserve the tourism draw, while not degrading the island's natural environment.

Address West Maui's needs with a farsighted approach. Look both ways to achieve balance. For the future of West Maui, we want the tax dollars generated in West Maui, utilized for infrastructure (i.e. affordable housing, education, hospital / health services, roads) for the West Side. Your job depends on our future.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Mr. Mayor, our leaders do not have their fingers on the pulse of the community, and likewise, the people are not strongly engaged in the process. There should be more openness in the decision-making process to solve what ever social ills exist. County Council – Stop fighting and do something good for Maui. Listen to Focus Maui Nui. Governor – Don't give up, remember your roots.

Partner government with private sector to get things done. Both are needed.

Education is a top priority and we want it maintained at the local level with local school boards. We recognize the population in Maui is going to expand, but we believe the government has a responsibility to do it smartly and with forethought. We want to minimize the negative impact on environment, culture, and social structure.

Listen to silent majority.

Actions cannot serve only the interests of business.

Give us choices and more opportunities for our futures.

Quit making laws that are optional. Give the votes to the majority, not to the folks with the cash.

Lobby state and local government to promote county retention of taxes currently spent off-island, promote tax incentives for local home ownership and occupancy. Issue tax penalties for short-term real estate speculation, and direct it to a county rainy day account for the long term. Create a multi-year, baseline budget. The government always hears the loud voice of large companies and landowners.

Come to town hall meetings with council and administration to hear issues. Mayor Arakawa – Have the courage to hire Foley.

Pay attention, voters will be holding you accountable.

Strive for the long-term benefit of the community and not for short-term political solutions. Consider the overall public benefit versus the voice of the vocal minority.

The look and feel of Maui is its most important quality. Preserve it at all costs!

Hear what's being said. Be active listeners. Mayor: Hear what's being said to you.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

State planning commission: This process (Focus Maui Nui) is occurring. People are involved so you should listen to their input. Let's get rolling and moving. People are talking about these issues.

Just do it! Pick one priority that emerges from Focus Maui Nui, and marshal all resources toward it for action.

There's a need for balance between environmental protection and economic growth. There's no need for just catch phrases with no action.

Legislators, take care of the educational system. What are you going to do to improve education? Make Maui a place known for good quality education.

Hold leaders accountable.

We've come up with some excellent themes and suggestions and we'd like to see the politicians hear the voice of the people and take action to implement our plan to preserve and improve the lifestyle on Maui for generations to come. Be accountable, take responsibility, and make things happen.

Our Hawaiian Islands need and want your support.

Keep the promises you made to us that got you elected.

Run the government like a business. Accountability!

Remember who put you into office.

Listen to the people, we're the ones that put you there and we can take you out.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

To State and Federal leaders – Keep Maui *nō ka ʻōi*. Preserve the environment, because it is our lifeblood, economically and otherwise. Without it we would be like anywhere else. Maui cannot be allowed to become Oʻahu. Preserve Maui. Limit growth. We're already losing tourists due to dissatisfaction with traffic and the degradation of our natural resources. Make planning commission make hard decisions on limiting growth – determine carrying capacity of islands. This county should be guiding light of alternative energy use, solar and wind in particular. County Council Members – We are a family of communities that make up Maui Nui. This is a request to let us be directly involved in the decision making process by small group input on specific issues. See own attached actions for examples. Give us the air ambulance. Funding support for programs like Americorps, SCA, etc. Support and promote responsible eco-tourism. Create resource management program at four-year UH to be situated on Maui.

Promote solar electricity, wind mills, recycling, and smart growth, where communities are located near job sites, where there is light rail and hydrogen fuel for buses. Designate certain environmental areas to be under the protection of local / federal government like Haleakalā National Park. County should allocate funds for purchase of open space, protect and increase beach access for the public and make builders / developers responsible for assuring open space, such as beach access, in their development planning. Incorporate youth services in the Department of Education budget. Provide cooperative education opportunities within different departments in government and create internships for youth. Have social service recipients work on infrastructure projects. We are involved and we are watching you.

Listen to what the people have spoken — their wants and their needs — even when they don't speak out loudly. Do your job — take care of us and you'll have no complaints.

Now that you know our priorities...we need to know how you will work with us to accomplish these goals and keep us informed of your progress.

Aloha Governor Lingle, we have issues concerning Molokai starting with education. We need more help in the classrooms, and with funding for PCNC. Change policy on the "no child left behind." Not all the time, those that have credentials (i.e. BA, AA) will be better teachers than those without. It is also hard to fill positions.

Hear the voices of the children.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Fix our community, we need more people to help fix the wharf and build more housing. Keep Häna Hawaiian (i.e. language / cultural activities). Clean up and give back our land. Our water is important to us local people because it's one of our resources that provides for our needs. People of Häna should get paid for the water that is being taken out from Häna, and a limit should be set for how much can be taken.

To Governor, Mayor and Legislators: Important issues have been addressed in Focus Maui Nui. Listen to all concerns from citizens.

Let the citizens of a region decide where and how the tax dollars collected in that region are spent. Department of Education – Strengthening education in our community is a key to our future. We need to improve our community and to make it happen through local control of schools.

Our hope is for the state and county government officials to listen, properly identify and respond to the wishes of the community consensus, particularly in the issues of strengthening the economy, improving education, and providing affordable housing.

You need to get more involved and take action in our community. Get your act straight and follow through with all those promises we hear about. Lawmakers – Drop the old ways that don't work and make progressive decisions for overall improvement for the greater population.

Think things through before spending money on improvements (i.e. hotels, housing developments). Include affordable housing in the planned growth. Improve funding for education. Allow greater local control. Connect the dots of these major growth issues in their connection to honor health (i.e. pollution) generated by the growth. Allocate more money to people who clean public places (i.e. our beaches). Make Hawaiji a showcase for environmental protection, sustainable living and alternative energy production. Local / state planners – Look at alternatives to creating more highways, including more bike paths, small transportation. This island should not be importing coal from West Virginia, we should be able to be self-sufficient for energy and water. Maui should be more proactive in anticipating problems (i.e. caused by more homes). Do NOT privatize the water rights. We want our island to stop growing out of control.

Messages (Exercise 5) (cont.)

To Government and Elected Officials (cont.)

Educate yourself about more issues of importance to your community, without information you make bad choices. Be educated on the specifics, be involved in and with the community, and have the gumption to back it (the community) up.

Make public meetings more appealing. Be accountable and efficient. Follow community plan.

Get elected officials on Ojahu to recognize us. Have our needs and opportunities met but don't compromise environment and *aloha* spirit. Decentralize control from Ojahu. Maximize green space and park space. Highway Department: Take more time planning and do it right (i.e. Ojahu). Look into alternative and additional routes. Plan for natural disasters in highway planning. Take local issues into consideration.

Appropriate more funds for education and start paying our teachers a living wage!

To Governor Linda Lingle: Please stop reducing education funds. Provide affordable housing on Maui. To President Dobelle: Reconsider Jimmy Jones' salary. Four million dollars is way too much compensation and should be used for better facilities and increased instructor wages. Please reconsider our budget and keep in mind that our growth and our finances are way out of balance. Stop clearing out our bank accounts.

We need to tax luxury homes, not other homeowners. We need to build (real) affordable housing. Stop investors and real estate agents from buying. We need to find something to replace pineapple and sugar cane. We need a recycling plant. We need to have a larger vision for technology growth that encompasses the entire state and not just our county. University of Hawaii and Department of Education: We need to promote and accelerate opening a four-year college in Maui that will support high-tech jobs. Help the farmers — don't sell any more water meters until water problem is solved. Support self-sufficiency in order to create new jobs. Explore natural resources to create energy and water sources (geothermal, solar, hydroelectric, desalinization). Support hybrid agriculture – look at Monsanto (corn). There are too many construction companies and too many realtors!

Priorities should be set to address the needs of the full-time residents of our community. Profits (from speculative investment) should be allowed at a reasonable cost. The future of Maui needs you to focus on our community needs.

Messages (Exercise 5) (cont.)

To Business

To big business – Economic growth and stability are both a product and a dependent of our island's culture, environment and *aloha* spirit. Preservation of our island is ensured through education and community involvement.

The three "E's": Environment, Economy, Education. By "Example" show "Empathy" have "Endurance."

We need action! Don't screw up, support the employees and small businesses.

Build consumer backing through better communication with community.

Real estate agents: It is important to act with a social conscience and in the best interest of the island and community as a whole.

New and existing business: Aim for balance. Address community's bottom line instead of maximizing your own bottom line.

Business leaders: A balance is needed. Big business: Give back to the community.

Take part in the initiative for global ethics, according to Mary Roberts, former president of Ireland.

Participate in the process, be more involved in community issues.

Get involved – support labor. Labor: Get involved and educated. Promote awareness of political climate that could improve the economy by providing jobs to improve the quality of life. Supporting projects that provide the jobs.

What is shared vision of principles. Don't steal, let principles guide the way. We should follow and develop basic principles of how people treat each other. Respect private property. Must have freedom and respect for private property.

Aloha, this economy is dependent upon development that respects cultural and environmental values of its citizens. Without this, our economy and culture will devalue. *Mahalo*.

Messages (Exercise 5) (cont.)

To Business (cont.)

To the private sector, work together / partner to reduce costs. Support your local community, services, facilities and resources (e.g. health, energy). Support equal opportunity for everybody. Keep prices down.

Contribute investment in grassroots. Support youth, invest in people, and re-emphasize meaning of *'ohana*.

Here's an opportunity to make a difference: Lead the effort to preserve the environment, improve the economy appropriately, strengthen and improve education, promote human services and community needs. Remember you are leaving this island a better place for your grandchildren.

Conduct yourselves in a way that is *pono*.

Be more responsible and altruistic. Do not be motivated only by profit. Be more community-oriented. Focus on long-term sustainability. Quality before quantity.

Create more jobs but good paying ones, so new business doesn't create more problems than it solves.

To business community: We would like to inform you of an important message from a group of educators working with Focus Maui Nui concerning our future quality of life on Maui. Please refer to our suggestions: 1. Strengthening education through intervention across the spectrum of youth and families; 2. Improving transportation; 3. Reducing dependence on tourism; 4. Improving our quality of life; 5. Promoting and supporting of health and welfare.

Please help us preserve our island's natural environment. This will keep it for our future generations. We understand you will support our cause, because it is for all of Maui. Thank you.

Get involved, talk with local government, and help promote what's going on in the community around your neighborhood and islands (i.e. support fund raisers).

Become active, involved, and proactive in community action, in education (invest in children), and be conscious about the environment.

Messages (Exercise 5) (cont.)

To Business (cont.)

Business: Pleased we had a meeting in the Tongan community and we raised up to develop more business to help people for work. But we need to decrease the cost of living in Maui because it's high, especially housing and food and goods.

Although economically speaking, Big Business saves consumers a few dollars, the basic population of Maui hopes to promote diversity and self-sufficiency by supporting the small business people of our islands.

Buy / sell local products, hire local people, and provide service to the local population. Show reverence for life versus commercialization. Provide *aloha* service, be ambassadors of *aloha*. Create business that educates Hawaiian history, culture, and future.

To the leaders in the business community of Maui County: we as a group of local citizens have many concerns about our future. One of the main concerns is the job market. To have a better community, we need to have more jobs. We need to keep our young people here.

Get involved in the issues, you make a difference. Be a leader, initiate the movement, be a catalyst for change. People before money! Encourage people to vote and be a part of the political process.

We support you. Your role is important. It is important that business expands and supports local economic growth, but with that, we have to protect our land. Let's create a partnership. Communicate employability needs to schools so that we can help create a viable workforce.

Developers and big business agents: We ask you to look at the big picture. Look at the mountain, then look to the ocean. What is it that you see? Land or (\$)land? Think about the children and about their children.

Big business / landowners listen to the community's values and feelings. Talk to the community to share your plans. Work together to seek solutions that are economically viable for your business while supporting our environment, culture, and rural lifestyle.

Improve quality of life through job opportunities and while sustaining the *'āina*, respecting not destroying the *'āina*. Don't just think of your business, think of the people who support your business.

Messages (Exercise 5) (cont.)

To Business (cont.)

Can't do business like on mainland. Respect culture, exist within culture, money is not most important.

Visitor industry – Potential visitors and residents should be educated on what island life is like here.

For the good of the people and environment of Maui Nui, please accept your responsibility to preserve the land and resources for future generations.

Drive carefully, pull over, don't sightsee inconsiderately. Give brochure on local driving etiquette to all people who rent cars.

Big business: Talk to people first. Small is beautiful. Think differently: the environment really is the economy. Hawaiji is the state of health. Share and repay the wealth taken in the past.

Let's combine our resources and work together on the important issues of our community. We're in it for the long haul.

Chamber of Commerce: Support environmental causes in the business community such as recycling and water and energy conservation.

Union leaders, you are obsolete and many of your leaders are in jail.

Realtors – You live here too!

Business / Chamber of Commerce: The business sector needs to provide entrepreneurship training and mentors to support the local economy and provide the role model for self-sustainability.

We have considered our priorities. We would ask you to consider us one of yours. When you give lots to us, you receive more loyalty, honesty, honor, willing workers and general happiness on the islands.

Contribute more.

Become more involved in the master plan of the community and help provide financial assistance towards development without adding to high cost of living. Give back to the community.

Messages (Exercise 5) (cont.)

To Business (cont.)

We need more local business vs. mainland-owned.

Richard's Shopping Center – We the students of Lānaʻi High School would like to ask for your support and funding for our athletic teams. In exchange for the funding, our team would volunteer our time to strengthen your business. *Aloha*, tennis, baseball and paddling teams

We as a group feel concerned and are addressing the issues of strengthening and diversifying economic growth and preserving our natural environment and local cultures. We are hoping to impact our future by getting more people involved in the decisions we need to make now. Your participation in this is greatly appreciated. Thank you.

Lānaʻi Company – a cry of freedom and help by providing business space and support. Come and start a mentoring program. Our schools need more space, classrooms, and more facilities. Small Business: we support what they are doing and make known their needs.

Small business community: Take responsibility for Maui's successes.

Employers – You have a vested interest and the responsibility to educate and recruit your employees to vote.

Employers – Inform the public (not politically).

Be responsible for the environment. Do what is fair and right. Think of future generations, not just your future generation. Stay involved.

More money please! Invest in your employees, give back to the community, and promote from within.

To the private sector – Recruit young people for environmental management and vocational education.

Business leaders – You have a responsibility to make sure you live up to standards set by the community.

The more you give, the more you get back. Maui – our greatest investment.

Be sensitive to our concerns about issues and be a good neighbor by being involved.

Messages (Exercise 5) (cont.)

To Business (cont.)

The look and feel of Maui is its most important quality – preserve it at all costs.

Big business is important because they cooperate and work with community.

Large corporations: Stop under-the-table deals with government.

We can help you prosper, if you help us create a livable community. This, in turn, helps you by: providing a living wage, safeguarding our cultural and natural environment, and helping our families address health needs and wholeness. If we take care of ourselves and those around us, all the other things will fall into place.

Planning committee – Environment is essential for our islands, but it should not come at the cost of smart growth initiatives and offering more affordable housing opportunities.

Business leaders / developers / tourism – Whatever you do in your business, add to the natural environment and do not detract from it. Pay your employees more, so we can live in a way that people can keep environment clean: no junk cars, no squatting, no renting your home to live on the beach.

Tourism and health businesses: Be responsible for protecting the environment. Provide jobs with good salaries and health care. Consider health and safety on the job.

Messages (Exercise 5) (cont.)

To the Community

Hang up flyers as to what we need help with.

What do you want for your community's future?

We the people ask for your help in education. Work on our environment to make it a better place to live. We need more affordable housing and of course more jobs!

We would like to inform you about strengthening stuff. We want to emphasize a better way of life to which can live in. For example, strengthen our education system to make more citizens better educated. We also want to strengthen our economy. We want to create more jobs in Maui. We the people of Maui County need to stand up and be heard. We need to voice our opinions and stand up for what we feel is important. Education, economy, and sustainability are focal points of discussion, and it is imperative we stand up and voice our thoughts.

Reserve, preserve and conserve our land and natural resources for our future generations.

Yes WE CAN!! But we need help! Basic needs, children / youth (early childhood education).

Take action together. Look at the big picture. Are you looking for a better Maui? Stronger economy, sustainability, safer and healthier communities? Then it's time to focus on education. Support quality education for a quality Hawai'i!

Residents: let's take action now. Let's make Maui the best place!

As an island community, *E ho'omākaukau* – come together, plan together; *E lōkahi* – work together; *E pā'ina mai* – come party, celebrate together.

Give to keep Maui *nō ka ʻōi!!!*

Get involved.

Stay involved, demonstrate leadership by listening to your community and focusing on appropriate solutions. Keep integrity in a process that fosters broad-based consensus.

Messages (Exercise 5) (cont.)

To the Community (cont.)

Get involved, voice your vision, and take personal responsibility.

It is the responsibility of every resident in Maui Nui. Preserving and promoting local culture and the natural environment are the foundation of Maui Nui's economic future.

In order for Maui Nui to remain *nō ka ʻōi*, we need to support our local businesses while respecting our unique *ʻāina* and people, while keeping the *aloha* spirit, and encouraging diversity.

Big business cannot come in without giving back to the community. They need to pay.

Seek community support and cooperation in reporting substance abuse to overcome substance abuse. Through the power of love that is above us all, hear our work of the evening. Guide us and our families, keep us, strengthen us, provide us with creative energies to see this through. To families: strengthening the family is essential to the welfare and well being of our families.

Agriculture is essential, don't bite the hand that feeds you. Agriculture is essential for the economy and our quality of life.

It takes the participation of all! In order to improve education, the environment, the economy, quality of life, and the political and social climate.

Get involved. Have a say in what goes on in the community for you, family and future. Educate yourself, invest in your future, find out what's at stake in the community.

Be part of shaping Maui's future through education and community involvement.

Put aside our own personal interests and work towards a common good (i.e. top five themes). Utilize our strengths.

Save the *ʻāina*, do your part! Get educated and vote. Every dollar is a vote – put your money where your values are.

Stand up for what you believe in. Support Made In Maui and Hawaiji products. Support education. Pay attention to the 5 most important priorities.

Messages (Exercise 5) (cont.)

To the Community (cont.)

Leaders of social and other groups: 1. Look at cost-effective programs that can service youth and elderly; 2. Inter-generational programs can meet each other's needs, such as after-school tutoring of children by retired teachers; 3. Supporting social service prevents long-term health problems.

Promote the habit of reading and become informed. Ask questions, network with your neighbors, get involved and run for office. Positive change starts with you. Don't accept mediocrity.

Get involved. Voice your concern, present solutions, be part of the solution to the problem.

We're all in this together, we all have a stake in our future.

Dear fellow Mauians: Today a small group of Maui's public educators gathered with a member of Focus Maui Nui to discuss the future and needs of Maui. The general consensus of the 10 members felt that the most significant needs were strengthening education through intervention across the spectrum of youth and families in order to improve the economy. We also felt strongly about the following issues: improving transportation, reducing dependence on petroleum, improving our quality of life, promoting and supporting health and welfare.

We need your help to improve education for our children. And also to help educate our children about the dangers and causes of drug abuse.

You can make a difference, share your voice and concerns. Quality of life is important to all. Help achieve smart, sustainable growth by getting involved in the process.

Please get involved with the issues and priorities of our community so that we can elect the right candidates to office. Make sure they address the issues and priorities we feel are important. Join a Focus Maui Nui group. The future of Maui County rests with us. We need to plan and set our goals for the future of Maui County that is the long-range future for our grandchildren and great-grandchildren.

In Hawaiian, the message of Queen Lili'uokalani: "The life of the land shall be perpetuated in righteousness." So our ancestors spoke for us, it is now our time to put these words into action. Our top five concerns: 1. Preserve the natural environment, 2. Promote more efficient use of energy, 3. Assure adequate water supply, 4. Grow more food locally, 5. Protect islands' rural identity.

Messages (Exercise 5) (cont.)

To the Community (cont.)

We believe that our culture is a strong foundation for keeping our youth off the streets and drug free. We ask your assistance. Any way, shape, or form of your assistance will be highly appreciated. We plan on promoting culture starting at home. We can also promote and preserve our culture by performing custom dancing and special events at your church. We ask for your prayers in our battles to keep our culture strong. *Mahalo* and *aloha*, Foligo, Kuuwi and Siua.

You can make a difference. You can help shape the future of Maui and make a difference in what we leave behind for our children. Everyone's input can create a more well-represented decision making process. For your children, your home.

We must develop a sustainable food economy and agro-forecasting industry. Business as usual will destroy our island and well-being. With love, we can cultivate a Maui which will nourish us with love. Let's make Maui the brightest diamond of all.

In our recent Focus Maui Nui work group we have developed grassroots community concerns regarding issues such as education, human services, economy and environment. The importance of these issues needs to be propagated diligently through your roles as our community leaders. Give your *mana'o* on the planning of our economy! Participate and be involved in the community planning process.

E komo mai. For the sake of our children and future generations to come, let's gather together to promote and preserve: *aloha ʻāina*, strengthen our *ohana*, improve education for our *keiki* and adults, and create jobs for Molokai residents!

You can make a difference. Each person has a voice. There is power in numbers: voting (increase percentage of voters to over 35%), attending meetings, letter writing, donating even a small amount of time to issues, empowering people. One rock in river versus many rocks. Maui Nui is your home and its future is in your hands. Let your voice be heard for if you do not share your vision, others will speak for you. Live your dreams and work for the best future possible.

NGO's and community organizations: It's important to get all of their members' input on important issues. There is power in numbers when changes are needed.

Invite to participate in Maui Nui Focus Group.

Messages (Exercise 5) (cont.)

To the Community (cont.)

The Hāna community would like to maintain and strengthen the economy by charging toll on Hāna highway and by limiting the tour of East Maui to a Hāna-based tour company. Old timers of the East Maui area will be the drivers and guides. To community organizations: promote and preserve the natural beauty of our community by keeping Hāna the "heart of old Hawai'i."

We all want to preserve our lifestyle on Maui for future generations. Do what we need to start today to behave in ways that support that goal. By converting our energy source for transportation (and more) to methane (by using sugar cane) we can achieve many short and long term goals (i.e. reduce cost of gas, increase our independence, increase jobs, eliminate cane burning, preserve our rural and natural environment).

Educate yourself on issues that are important to you and your family personally and get involved through voting and voicing your opinions.

Everyone, needs to work together to achieve focus areas without personal agendas to benefit themselves. Don't be intimidated, or disheartened, and work toward the good of the entire community.

Aloha! We have begun to look at the needs of Maui Nui (Maui, Moloka'i, Lāna'i, rural areas) so that no one should be forgotten or left behind.

Don't be apathetic. Maui Nui, it's about everybody.

Come together on common goals, vote.

Be active participant in meetings.

Get involved. Preserve the culture of Hawai'i. Be vocal about your concerns (public forums, election day). Stay informed and educated.

Community leaders – Know that we need your knowledge and input to help provide basic needs. Residents – Get involved, keep working and thinking, be positive.

It is important for our community as well as the future of our islands to come together as one. For our community it's important for us to give opportunities to our youth, such as for recreation, even clubs. It's also important for the community, not just families, to enlighten the younger generations about our culture and traditional values that our islands hold so dear.

Messages (Exercise 5) (cont.)

To the Community (cont.)

We are having financial problems. The Lānaʻi High Athletic Department is suffering as well as all other public schools within the state. We ask for aid in seeking funding, in order to keep our sports running. We have found that sports are keeping teenagers off of drugs, and prompt them to keep up their grades. Now, with the cuts in sports, we are afraid that there will be a downfall in our educational system.

We need to come together as a family to fight for and support what is needed.

If you care about the future of Maui County, get involved with things that matter to you. It is your responsibility to be involved.

You must get out and vote for the people you feel will "do" your "vision" or against those who don't.

Think about Maui as your own child. You try to raise them the best way that you can.

Get involved, care.

Start doing something for the kids. They need it – they're the future.

Take action, be a part of our community, and enhance the future.

Get involved and be responsible. Make the call, make the noise. Start with families and children, educate and train them. It begins one person at a time.

We have to exercise our opportunity as voters. Use your voice for positive change. Get educated on the issues and participate. Voice your concerns or commit your time and money.

Get involved – be part of the solution. Clarify our position thru voting.

Listen, learn and speak up. Get involved or kiss Maui as we know it goodbye. To the people of Maui and our visitors: respect our home, the culture and the environment. Educate our children to be stewards and caretakers of the land. Voters must get involved to support candidates who will represent the message. The environment is the economy.

Be alert to what is happening in the island. Get busy and do something about it. If you want to change, do something about it.

Messages (Exercise 5) (cont.)

To the Community (cont.)

Vote to make a difference in your life personally. Vote so that there is more pressure to hold politicians accountable, to take action, and to reflect the priorities and issues in actions.

Take responsibility for your community. Do your part, get involved, and don't be afraid of change.

It doesn't hurt to get involved, participate!

The people on the West Side have to work so hard.

We're responsible, get involved, take a step forward for a better Maui. If you don't do it, no one will.

Get involved to plan your future and keep Maui, Maui.

Be involved, take responsibility. Growth will occur, either work for it or it will pass you by.

Save Maui – get involved!

The community needs to step forward, form a vision and a community plan.

Give us choices and more opportunities.

Health is essential to all individuals in the community. Without good health, nothing else can be achieved.

Be accountable, be heard, get involved. Read the Focus Maui Nui report. Think to the future. Grow a tree, grow a community, and grow up. Educate yourself.

This island is your home, protect your investment by protecting the environment: recycle, preserve and keep our land clean and green. Save Maui! Plan to Preserve Maui.

Be sensitive to our issues, be a good neighbor and be involved.

Messages (Exercise 5) (cont.)

To the Community (cont.)

Dear community leaders, we attended a Focus Maui Nui presentation and walked away with a lot of knowledge from this. We hope that you can hold a presentation with your groups so that you gain the same knowledge we did. Please consider this for your group so that all of Maui County can come together and make this program successful. Thank you!

Many local residents feel that our economy is essential for our islands, but it should not come at the cost of our environment. The silent community can make no progress (change). Please participate in helping to shape the islands' long term future, by becoming active in Maui Nui.

Everyday people: Take your blinders off and do something. Don't just sit around and complain.

This process is occurring. People are involved so you should listen to their input. Let's get rolling and moving, people are talking about these issues.

Participate and get involved, or don't complain. Have a more balanced opinion about our needs.

Realize our own responsibility.

Be responsible for yourself, be responsible for your neighbor, be responsible for your community. If you want something done, do it.

Get informed, register, and vote. Use the media to spread community concerns and issues, and governmental issues as well.

You're going to have to work the rest of your life anyways, why not make it something that you feel good about for Maui. Residents and part-time residents: Change will happen with or without you. Mold it to protect your island. Get involved.

Each of these priorities have been identified. Each citizen needs to take ownership of a priority (or priorities) on that list. Take action and make a difference.

To the silent majority, you are not alone, we want similar things for our families and we are all worth something.

Listen, this is the voice of the community, everybody's voice is important.

Messages (Exercise 5) (cont.)

To the Community (cont.)

We need to stick together, as one community. Build a stronger community, helping each other instead of working against each other. Becoming one big *johana*.

We the youths of Hāna want you all to know that at our meeting with Focus Maui Nui we feel that ensuring our water supply is important to us.

Many local residents feel that our economy is essential for our islands, but it should not come at the cost of our environment. The silent community can make no progress (change). Please participate in helping to shape the islands' long term future, by

People of Maui and the State of Hawai'i: We want you to start educating yourselves not only about the beauty of Hawai'i, but about the many challenges facing us and our children.

Inform yourselves and identify needs of our islands: education, health, and transportation. Get support and participation from community to get needs of community met. Voters – Maui's Future? It's up to us. Your involvement on all levels of education, government, the environment, and community services DOES make a difference. Read about the issues and exercise your rights.

Dear Maui citizens: In order for "Maui to stay Maui" everyone of us needs to be active in the community. To strengthen the community, we all need to do our share to preserve the environment and culture, improve education, strengthen economy and infrastructure, and provide social services.

We need to keep Maui *nō ka joi* together, by getting involved. Responsible Citizens, participate, get involved, support the community!

Get involved. You are responsible for the impossible. Don't quibble and mumble and make trouble!

Association leaders / officers, rally support to increase attendance at all meetings, to address issues, to provide information in bulletins / newsletters, to encourage community efforts, to identify concerns in any and all areas that affect residents of Maui County.

Voters – participate!

Messages (Exercise 5) (cont.)

To the Community (cont.)

Do not build houses in old Pukalani that look like they belong in Malibu.

Get Maui Nui involved and let the politicians know what the citizens think about growth on Maui.

Stop! Look and listen!!

To the people of Maui and our visitors: respect our home, the culture and the environment. Educate our children to be stewards and caretakers of the land. Voters must get involved to support candidates who will represent the message. The environment is the economy.

Messages (Exercise 5) (cont.)

To Non-Profits

Groups with similar interests should communicate and unite to achieve common goals.

Philanthropist – Government can't do it all alone with infrastructure. Help in the form of an endowment is needed. Own a highway on Maui: you build it, we'll clean. Join us in improving and maintaining our islands' environment as a place to live and visit for us today and for future generations.

Service / community / faith-based organizations – Help us spread the word, and the word is *pono*.

For children to receive our future vision of Maui, we need to promote non profit groups that will encourage children to participate with hands on activities that promote finding solutions to our issues.

There is a great opportunity to promote sustainable practices, to preserve natural resources, to heal the host culture and to revitalize culture, through sharing in this great venture in restoration. You are already the ones who care.

Service agencies: we all need to network and work together for the community and for the good of our lives.

Private foundations, please support us financially. Our small rural town in East Maui has many diverse needs for educational, environmental, and social programs. Specifically, we need housing for teachers so we can attract better individuals who can improve the education at Hāna School. There are also great needs in doctors / medical programs and effective substance abuse programs.

Hold meetings, get the information out about what non-profits provide. Find out what the community needs, not just what you want to give.

Foundations: Lānaʻi is unique and has unmet needs. We need help to effectively communicate our needs.

Lānaʻi is a unique, isolated, under-served community with significant needs. Your support could be a pilot program that will address these needs and can be applied to other similar communities. It's great opportunity to invest in the future.

Messages (Exercise 5) (cont.)

To Non-Profits (cont.)

Reach out to the community and tap people's spirituality.

To special interest groups – *aloha* gang! Stop complaining, stay involved, and provide solutions. We are all involved in this together.

Keep door open and the grants coming.

To native rights groups – get a grip not a gripe. Lower the flags and raise the light. Molokāji is the last native reservation in the Hawaiian islands, keep moving with your eyes open. We need organizations with realizations not associations with assumptions.

You have a responsibility to our community. Don't duplicate services. Make easy access for services. Streamline processes, work together to build a better community. Develop better system of communication. Remember your mission and *aloha* to the community.

Messages (Exercise 5) (cont.)

To the Media

Maui County citizens are concerned about our growing population and the over-development of our land. We would like to see a push for jobs that are not geared towards development.

Governor Lingle: Hawai'i's future is in our children's hands. By nurturing our children, you protect and promote Hawai'i.

Make it easier to get involved.

Maui is our most valuable resource. No cruise ship dumping illegally. Tell our words as it is, tell us the facts in Maui and the world. Stop editorializing.

We need fair and balanced reporting. Report the facts and check the facts.

Address all sides of the issues, hear the community. Contribute to our economy, education, political climate and the future of Maui in a positive way. Do not take away our positive attitude.

Health and survival of one community is dependent upon the cooperation of every single citizen to improve and sustain our culture, economies, infrastructure, and education.

Help us preserve our quality of life. Help us preserve our *ʻāina*. You have a loud voice in our community. We ask for responsible use of your voice in addressing infrastructure, *ʻāina*, economy, and our quality of life. We ask for your assistance in preserving what you love best about our islands.

These are some important issues that our community faces today. Being that the media play a vital role in our community. We need your help and support in informing and educating the public and our local government officials. Get a commitment.

Publicize the work of Focus Maui Nui. Facilitate community voices getting heard. Publicize, encourage and celebrate community collaborations. Hire investigative reporters.

Messages (Exerciser 5) (cont.)

To the Media (cont.)

To all media including alternative sources, how do we make this Focus Maui Nui message last? Repeat the messages, keep people informed, get people involved and make them feel like they matter.

Today 10 educators held a focus group and came up with some recommendations for improving long-term quality of life here on Maui. We've developed the following priorities: 1. Strengthening education through intervention across the spectrum of youth and families; 2. Improving transportation; 3. Reducing dependence on petroleum; 4. Improving our quality of life; 5. Promoting and supporting of health and welfare.

Media should become more involved with the community so they can help promote and convey messages to decision makers.

Focus on positive issues, on seniors, on human services, and don't underestimate power of media.

Focus on disseminating environmental sustainability information to encourage Maui people and visitors to respect the *jāina* above their personal financial interests.

There are four things: services, environment, culture, and economy. Those are important issues in Tongan community to let media know about. From the Tongan Community Group.

1. The culture and the environment are the economy; 2. Growing organically costs no more and protects our shores. Don't panic-grow organic; 3. Sustainability in food and energy and preservation of water creates economic strength.

A focus group on Molokāji has found that plans for the economy on Molokāji have not changed in 12 years. There are still growing concerns about the economy for jobs, education, human services, and environment (cultural sites). Political leaders need to take a look at Molokāji specifically rather than Maui County as we have a very different way of life.

Maui Nui is *nō ka ʻioi*. You have the best means to communicate this to the public. Be more involved in community issues.

Messages (Exerciser 5) (cont.)

To the Media (cont.)

Quit lying — get the real truth from the people involved or directly from the community. We all pay taxes and should have a say in everything that goes on with our community or county. Say only what was said to you and not add or delete words.

Media should say and show how the real people of Maui County suffer because of what happens with the way the politicians let the land policies get out of hand and totally make the price of housing not affordable.

Radio announcements should be constantly announcing to advise tourists to drive with their eyes.

Landowners: Provide affordable housing for employees. Create educational camps for children at risk to learn about environment and to be in nature. Landowners take responsibility for placing deed restrictions on agricultural land sold for housing.

We want to make new things for our island and we're looking to you for help.

Publicize priorities.

Media coverage is needed on outer islands to bring issues to the forefront. We need TV coverage of public forums on key issues and not just *The Maui News!*

Can an ant have a voice?

We would like to inform the people about upcoming events: public hearings, reminder in local newspapers, bulletin boards. Your attendance shows you care.

Provide balanced coverage and unbiased reporters.

The media should influence the world in a positive way, rather than focus on the negative parts.

We advocate the creation of jobs within the State of Hawai'i by asking the state to develop and implement an inter-island ferry system. This will create jobs and allows better utilization of agricultural land. Ultimately it will benefit and stimulate the economy state-wide. To *The Maui News* – through MEDB – We love Maui, the community needs to work together to preserve its natural beauty and avoid Waikiki-sation of Maui.

Do something for the kids! Open your eyes, they're our future.

Messages (Exerciser 5) (cont.)

To the Media (cont.)

Replay shows more (broaden exposure). Present a balanced message that reflects what the community feels. Get local Maui news yourself not off the AP wire form Ojahu.

Tell the truth - represent the majority.

Be honest, thorough, fair. We need more investigative reporting.

Educate the population about their responsibility to vote. Encourage the weeklies to cover elections.

We want our voices to be heard, not yours.

Let it be known to all the community, turn out to support Focus Maui Nui – it affects us all.

You suck.

Health is essential to all individuals in the community. Without good health, nothing else can be achieved.

Focus Maui Nui is dedicated on ensuring that the future of Maui will be high on the list of our leaders of the County. We want the media to know our message: Never lose your love for Maui and the people who live here!

Provide PSA's and commercials or print ads about Focus Maui Nui to get more information and results out to the public.

Listen to the public and report fairly.

This Focus Maui Nui group established priorities for the future of Maui. Diverse members of the community agree that state government control must return to this community in order to support and improve education and health services and to promote jobs and environmental diversity.

Do the research and print the facts from both sides. Do not slant the report with emotions. Get it right!

Messages (Exerciser 5) (cont.)

To the Media (cont.)

We want the media to report clearly and fairly, the priorities that people hold dear. These priorities are ensuring quality education, establishing local boards of education, ensuring accountability for protecting the environment, streamlining health system, privatizing the hospital. Do not waste tax dollars through unjust procurement procedures and old boy clubs. Provide citizen service of environmental impact and create and support an environmental industry to support economic well being.

Help create something beautiful. Create positive activities in the community.

Need to tax luxury homes not other owners. Need to build (real) affordable housing "must build" on property. Stop investors / real estate buying. Need to find something to replace pineapple / sugar cane. Need recycling plant — promote jobs / energy. Need to have a larger vision for technology growth that encompasses the entire state — not just each county.

Messages (Exercise 5) (cont.)

To Others

Kupuna, makua, öpio and keiki – Shape up! It cannot be a choice, we gotta be *pono*!

Parents, you are the role models, children follow by example.

Kupuna – Please come and educate us about our land and our culture so we can make the right decisions on our future.

Native Hawaiians – We want to join you in promoting a culturally sensitive, healthy, and productive community. We will need your energy, resources, good will, and input to make this happen now and in the future.

Kupuna – You as *kupuna* should instill in children some kind of cultural values and traditions so that they may carry on those values with them and teach them to their children as well. You should also expose them to different cultures and different values.

Parents – We need help to strengthen education without raising taxes. We came up with a solution in which businesses help to sponsor the students with sports. Thank you for your understanding.

Parents – Give us choices and more opportunities. Be aware of and involved with your children.

Caregivers – Hang in there!

Environmentalists – This Focus Maui Nui group recognizes that population growth is inevitable on Maui and, therefore, the economy must grow to support the expected population. Economic growth must be balanced against the need to preserve the environment.

Messages (Exercise 5) (cont.)

To Developers

Developers – Look at housing development in the long term, see that it supports the whole community.

Developers – If Maui County government and planning commission were to agree to simplify the development process and identify areas of the island to build affordable housing, would you be willing to concentrate your efforts in the immediate future to these efforts?

Developers: The key to development is to develop water sources. What technique do we have to limit development? We can't say no to development.

Developers, "Development is a euphemism for exploitation and destruction." –Dr. Helen Caldicott. Enough is enough.

Developers, don't come (to Molokai). Stay away. Develop a relationship with the community if you want to come.

Real estate development community – want to work with you. We can all benefit economically by working with common goals.

Developers – We (a small group from the county) feel that the developers should be responsible for building not only the houses that are greatly needed, but also the community facilities: schools, clinics, parks, etc. Please plan your development to make it lasting.

Developers – Projects need to fit with the community. Contribute to sense of community. Get involved and educate yourselves about cultural resources. Give back financially to community (should be a requirement for new development). Bigger is not better.

Developers – Be truthful in water needs before building or developing an area.

Developers – Consider the impact that any growth will have on our community.

Developers – Development and progress are inevitable. There has to be a way to make this happen without sacrificing the natural beauty of our island life and adding to overcrowding.

Messages (Exercise 5) (cont.)

To Landowners

Landowners: Don't give up your land for development. You own land in Maui for a reason, because it's beautiful here. You have the opportunity to keep Maui as peaceful as it is. And the others who also enjoy the beauty of the land would all appreciate you keeping your land as wild as it is, and not turning it into a Mega Mall.

Landowners: You should give back in direct correlation to what you have, because we are a family and we want to know what you can give our family and not take from us.

Absentee property-owners: Become involved, give back.

Large landowners – You have a great responsibility to the sustainable stewardship of the land. Preserve the land.

We ask the landowners to focus on keeping our island natural and beautiful. Avoid skyscrapers and tall buildings.

Landowners: Strengthen Maui's economy by supporting local jobs, local agriculture, sustainable use of resources, and by reducing amount of disposed material in landfills.

Large landowners – Our focus on planning for Maui Nui confirms that the 1998 Molokāji Empowerment Zone strategic plan and consequent EC designation provides the right foundation for our future.

Large landowners: Have a heart, engage in long-term planning, plantation mentality is not the driving force anymore. Keep growing sugar cane, and think environment first.

Major landowners: The more you give, the more you get back.

Large landowners – Sell coastal land to government for protection, give back to the community, and adhere to affordable housing requirements.

Landowners: Provide affordable housing for employees. Create educational camps for children at risk to learn about environment and to be in nature. Landowners take responsibility for placing deed restrictions on agricultural land sold for housing.

Messages (Exercise 5) (cont.)

To Tourists

Tourists – Why are you coming to Maui, Hawaiʻi? What is your objective? To relax? To sun? Wouldn't you like to know the REAL HAWAII. Experience the REAL CULTURE, and the aspects that attracted you to Hawaiʻi?

Tourists, this ain't the mainland, don't treat it like it is. Thou shall not purchase lands or homes. We feel that these issues are important to us: The environment, Our community, Our economy. Therefore, enjoy our home but remember you are guests, and don't forget to leave.

Tourists, to help preserve our culture, inform yourselves about our islands.

You came here to enjoy this place so please try to protect and perpetuate this land. Please do not litter – recycle your trash.

Tourists, please be considerate in the way that you carry yourselves in "MAUI." Have fun, but don't litter and trespass. Respect the land and its people. Thank you!!

Tourists and HVB – Honor our cultural values! Exhibit an attitude of gratitude, prepare tourists ahead of their departure.

Visitors – Become part of Maui marketing, we are an eco-tourism destination (we need to further develop eco-tourism and experiences). Enjoy and respect our islands and culture (educate visitors and residents about what *aloha* is).

Visitors – Care about quality of life for residents and visitors (we should educate visitors about environment using subscription service to disseminate nationally). We want your participation in preserving it.

To the people of Maui and our visitors: respect our home, the culture and the environment. Educate our children to be stewards and caretakers of the land. Voters must get involved to support candidates who will represent the message. The environment is the economy.

Tourists – How do you want to contribute to Maui, instead of just benefiting from Maui?

To tourism industry, require mandatory water conservation. Tourists, leave the island the way you found it!

Messages (Exercise 5) (cont.)

To Tourists (cont.)

Tourists – We welcome you to come and enjoy the natural beauty of our islands while having respect for the culture, people, and our land.

Messages (Exercise 5) (cont.)

To Educators

Educators (administrators and principals): Educating our kids is our highest priority, we want accountability. Every educator should feel responsible. Every kid matters and needs the best education we can provide. Involve parents and ensure kids have after-school programs and tutoring.

Teachers, you should be paid more. It will improve the school system and help to prevent teacher burn out. We support you.

Our Focus Maui Nui session, through significant effort has determined that education in Hawai'i should center on building a self-reliant region with specific sensitivity to the environment and local culture.

Educators, your input and participation is important in the development of Maui's future.

We need to have better learning facilities in all schools, preschools, and high schools.

Educators, look to the host culture for resources, practice cultural values, incorporate host culture and western learning in schools.

Educators – Share your knowledge. Education is vital to all to promote economic health as well as *mālama* the land.

Educators have the responsibility to learn and understand Focus Maui Nui, and incorporate that information every day in the most inexpensive and impactful way to all ages.

Teachers / staff – I feel that in the future the teachers should include cultural and traditional values in education because the students should know things about their culture and some traditions that were passed down in families and communities.

Teachers / principals / counselors – Student athletics need to be part of our sports programs. Athletes work really hard to keep their grades up to play sports. Sports also keep students busy and off drugs.

Educators: be more involved in the community (with teens).

Messages (Exercise 5) (cont.)

To Educators (cont.)

School Board: Keep your egos in check – remember you represent the community and not yourselves. Establish priorities to raise the rank and quality of Hawaiji's schools to a higher national average.

President Dobelle: We are very concerned students attending Maui High School. Upon attending a meeting sponsored by Focus Maui Nui, the subject of education has caught our attention. We are appalled that the effort to construct a university on Maui has occurred at such a slow pace. In order to improve the local economy, our island needs a university to provide a local workforce. We sincerely hope that our opinions are heard and duly noted. Sincerely, Three High School Students. To Our Athletic Director: Can't we just charge admission to the sports year round in every sport so that we have money, and won't lead to cuts. Sports keep kids out of trouble.

Teach civics in the classrooms.

To the educators of our state, we are asking for your assistance in becoming actively involved in political issues!

Teachers / educators: Engage the children to regard the future and to be spokespeople for parents. They need to be more motivated, to learn to be more innovative with less money, to meet financial challenges. Start teaching kids to think ahead 20 years from now.

Educators need to come up with ideas to improve education without jeopardizing other services.

Principals / teachers – Go on more field trips and offer more hands-on education.

Department of Education – Strengthening education in our community is a key to our future. We need to improve our community and to make it happen through local control of schools.

To President Dobelle: Reconsider June Jones' salary. Four million dollars is way too much compensation and should be used for better facilities and increased instructor wages. Please reconsider our budget and keep in mind that our growth and our finances are way out of balance. Stop clearing out our bank accounts.

University of Hawaiji and Department of Education: We need to promote and accelerate opening a four-year college in Maui that will support high-tech jobs.

Messages (Exercise 5) (cont.)

To Youth

Youth: *Onipa'a*, follow your ancestors and preserve your culture. Love life, keep it simple, don't do drugs and keep the Lord FIRST.

Student leaders: Promote awareness, take responsibility and get out and vote.

Youth: Your involvement is needed now to plan for Maui's future, later on may be too late. Your way of living and the lifestyle you are used to may be gone. We will reach out to provide a vehicle for your involvement.

High school students / middle school students: This is your life, your island, your home. You must be a responsible and involved member of your community to ensure a better life for yourself, your friends, and your future family.

Youth and school – For the better future of Maui you have to take action. You are the new generation. You are the hope for the future. We will improve better education.

Learn well to improve your quality of life and to strengthen your economic foundation. Learn well, your life depends on it.

Youth, get involved! It's your future and you can make the difference. Knowledge is power. You are the future. Be a catalyst for change.

Youth, the future is in your hands. It is up to you to make it happen.

Youth, get educated so you can make a difference. The future is in your hands. Help our people by helping yourself.

Youth: Preserve the circle of life. Protect Maui Nui, its your future.

Hey all you teenagers, youth, and young adults! How would you feel about school taught by only *kupuna*? Don't you think it would be cool to learn our cultural backgrounds as well as about restoration of the *jäina*? Also learn how to apply it to your own life.

Youth – We are here today to participate in deciding for your future and we need your voices to help out with your needs.

Our future.

Messages (Exercise 5) (cont.)

To Youth (cont.)

Youth, you can make a difference. Learn from one another, believe in family values, don't give up, learn from our mistakes.

Youth – Be more aware of where you grew up and preserve it! Be your own person, follow your own dreams, not others' dreams.

Get involved!

Teens – Make it personal. Give teens hope.

To Maui's Youth – You live on Maui, we do too, we'll be 85 when you're just 22 and when it's time to vote yes or no don't forget it's because of us that you get to hang around when we go.

Marry rich.

To youth and future leaders: Get more involved in the environment and culture because they are the future leaders. Recycling is one thing kids can be apart of in life. It keeps the land clean and beautiful, trash isn't all over the place and in the dirt. It's better to teach the children now when their brains are fresh.

Children – Maui has a precious, rare and beautiful environment. Your future happiness lies in how you honor, protect and look after your homeland. You will enjoy your life, friends, family and all the natural resources, if you take action, educate yourself and pass on this knowledge.

Children! Help is on the way for improvement of transportation, education and recreation. There will be incentives for you to improve your life. There are things you can do to improve Molokai.

Children, I like you learn what my tutu told me. Important we don't lose or forget how to live off the land or the ocean.

Kids – Adults are working for their children's future. Kids have the responsibility to educate themselves, so they can provide for their children. Their views are important.

Little kids: Be careful!

Knowledge is power, get it, keep it, use it!

F O C U S M A U I N U I
O U R I S L A N D S , O U R F U T U R E

SURVEY

Mahalo for participating in Focus Maui Nui. Please fill out this form and return it to the facilitator.

About you:

1. Residence: Town / Island _____
2. Age: Please circle: Under 20 20 - 29 30-39 40-49 50-59 Over 60
3. Gender: Male / Female
4. Ethnicity: _____ 5. Occupation: _____
6. How many people live in your household? _____
7. Does your household include children under age 18? Yes No If yes, how many? _____
8. Does your household include adults over age 65? Yes No If yes, how many? _____
9. Are you a permanent resident of Maui Nui? Yes No (If you are a part time resident please go to Question # 12.)
10. If you are a permanent resident of Maui Nui, how long have you lived in the County? (Please circle)
My whole life 0-5 years 6-10 years 11-15 years 16-20 years 20 years +
11. If you were not born in Maui County, where were you born? _____
12. How did you hear about *Focus Maui Nui* (e.g., newspaper, friend, work – please specify)?

13. If you would like to receive more information about the progress of *Focus Maui Nui* as it moves forward, please provide your mail and/or email address:

We would like to know about how our participants are involved in the community.

14. What organizations/clubs do you belong to (e.g., Rotary, church, etc.)?

15. Are you a registered voter? Yes / No 12. Did you vote in the last election? Yes / No

..... PLEASE TURN OVER FOR ADDITIONAL QUESTIONS

16. In the past year how many times have you:

Attended a public meeting (e.g., county council, commission meeting, etc.):	never	1-3 times	4+
Performed volunteer work:	not in the past 12 months	monthly	weekly
		occasionally	

About this forum:

17. Do you think <i>Focus Maui Nui</i> can make a difference for the future of Maui?	Yes	No
18. Do you feel you made a difference by participating?	Yes	No
19. Was it enjoyable to attend this <i>Focus Maui Nui</i> session?	Yes	No

About the future of Maui Nui

What are three things that make our islands unique?

1. _____
2. _____
3. _____

What is the biggest challenge facing Maui County today?

Other comments or thoughts:

If you have suggestions for improving Focus Maui Nui,
 please email us at www.focusmauinui.com or call (808) 875.2318

Self-Described Occupation of Focus Maui Nui Participants*

(from Survey Form)

21st Century Tech	Artist (Small Business)
911 Dispatcher	Artist, Teacher
ABM	Artist, Writer
Academy Assistant, Artist	Artist, Writer, Speaker
Accountant	Arts Administrator
Accountant Manager	Arts Manager
Accounting	Assistant
Accounting (in Non-profit Sector)	Assistant Benefits Manager
Accounting Clerk	Assistant Controller
Accounting Executive	Assistant Director
Accounts Receivable	Assistant Director Landscaping
Accounts Receivables	Assistant Director of Wellness
Activist Environmental	Assistant Front Office Manager
Activity Agent	Assistant General Manager
Acupuncturist	Assistant Manager
Admin Analyst	Assistant Mis
Admin Assistant	Athletic Director
Administration	Attorney
Administration Assistant	Attorney, Administrator
Administrative	Attorney, Economic
Administrative Assistant	Author
Administrative Personnel	Author, Graphics
Administrative Secretary	Bank
Administrator	Bank Manager
Administrator, Education	Banker
Administrator; Massage	Banking
Administrator-Public Sector	Big Brothers Big Sisters
Advertising	Biologist
Advertising Agent	Biotechnology
Advertising Professional	Body Care, Real Estate
Agricultural Supervisor	Bookkeeper
Agriculture	Broker
Akamai Intern	Builder
Analyst	Building Maintenance
Architect	Bus Driver
Architectural Design	Business
Architectural Designer	Business Banker
Area Supervisor	Business Coach
Art	Business Development
Art Sales	Business Manager
Artist	Business Owner

Self-Described Occupations of Focus Maui Nui Participants* (cont.)

(from Survey Form)

Café Assistant	Community Advocate Specialist
Café Employee	Community Association Manager
Café Owner	Community Based Early
Cameraman, Massage	Community Development
Canoe, Hale Builder	Community Relation
Capacity Builder	Community Services
Car Detailer	Computer
Care Giver	Computer Engineer
Caretaker	Computer Lab Assistant
Carpenter	Computer Specialist
Cartographer	Computer Systems Engineer
Case Management	Con Services-Hotel
Case Manager	Concierge
Cashier	Concierge Manager
Cashier, Business Owner	Conservation
Caterer, Educator	Conservationist
Catering Sales Manager	Construction
CBE IV	Construction Material Sales
Center Facilitator	Construction Project Manager
CEO	Construction, Development
CHA	Consultant
Chef	Continuing Medical Education
Chef, Student	Contract Specialist-Federal
Chemist	Contractor
Childcare Provider	Controller
Childcare Provider, PBX Operator	Cook
Childhood Advocate	Cook (HPW)
Chiropractor	Cook (HPW)
Civil Servant	Coordinator
Claims Supervisor	Coordinator at MMMC
Cleaner	Coordinator of Volunteers
Clergy	Counselor
Clerical	County Civil Servant
Clerical Assistant	County Early Childhood
Clerk	County Employee
Clerk Typist	County of Maui Op for Wastewater
Coach	County Planner
Collector	Cowboy
College Instructor	CPA
Commercial Artist	CPA Controller
Commission Secretary	Credit Associate

Self-Described Occupations of Focus Maui Nui Participants* (cont.)

(from Survey Form)

Culinary Arts	Educational Assistant
Custodian	Educational Coordinator
Custodian Services	Educational Facilitator
Customer Service Coordinator	Educational Promoter
Data Technician	Educative Administration
Database Manager	Educator
Dentist	Educator, Trainer
Department Director	Electrician
Department of Education	Electronics Tech
Deputy Director	Elementary Teacher
Deputy Director Ka Hale A Ke Homeless Resource Center	Employment Specialist
Designer	Engineer
Designer, Musician	Engineering Manager
Developer	Engineering Manager
Development and Sales	Engineering, Self Employed
Development	Environmental Watchdog
Development Coordinator	Environmentalism, Accountant
Development Director	Equipment Operator
Development Manager	Escrow Officer
Director	Executive
Director and Senior Coordinator	Executive Administration
Director of Conference Service and Catering	Executive Administrative
Director of Engineering	Executive Assistant
Director of Marketing	Executive Director
Director of Markets	Executive Director (Non-profit)
Director of Operations	Executive Director Youth Center
Director of Purchasing	Executive Director, Family
Dispatcher-Bus Driver	Executive Secretary
Diversified Real Estate	Exhibit Designer
Docent	Facilities Manager
Driver	Facility Maintenance Technician
Drug Counselor	Faculty, Nurse, Advanced Practice
Dry Wall	Farm Manager
EA Mayor's Office	Farmer
Early Childhood	Farmer, Cook
Economic Development	Farmer, Woodworker
Economic Development, Government	FB Cashier
Education	FIB Director
Educational Administrator	Film Commissioner
	Finance
	Financial

Self-Described Occupations of Focus Maui Nui Participants* (cont.)

(from Survey Form)

Financial Consultant	Health
Financial Planner	Health Assistant
Fire Captain	Health Care
Fire Inspector	Health Care Administrator
Firefighter	Health Worker
Fiscal Manager	Health, Tourism
Flutist, Music Teacher	Heavy Equipment Operator
Food Server	Homemaker
Food Service	Homemaker, Condo Owner, Rental Agent
Food Storeroom Supervisor	Agent
Foreman	Hospital
Foundation Seed Manager	Hospitality
Freelance Writer	Hospitality Accountant
Front Desk Agent	Hospitality Manager
Fund Raising	Hospitality, HR
Gallery Coordinator	Hotel
Gardener	Hotel Administrator
General Manager	Hotel Controller
GLS Cartographer	Hotel Executive
Goldsmiths	Hotel Industry
Golf Course Maintenance	Hotel Management
Golf Maintenance	Hotel Manager
Golf Maintenance	Hotels
Government	House
Government Clerk	Housekeeper
Government Employee	Housekeeping
Government Worker	Housekeeping Supervisor
Grant Writer	Housewife
Graphic Artist	Housewife, Volunteer
Graphic Designer	Housing Development, Director
Grounds	Housing Manager
Grounds Supervisor	Housing Specialist
Grounds, Maintenance	Housing Supervisor
Groundskeeper	HR
Grounds person	HR Director
Group Reserve Agent	HR Manager
Guest Service	HR Training Manager
Hāna Gas Manager	HR, Sales
Harvesting Supervisor	Human Resource
Hawaiian Studies Teacher	Human Resource Director
Healer	Human Resources Director

Self-Described Occupations of Focus Maui Nui Participants* (cont.)

(from Survey Form)

Human Services	Landscaper
Human Services Youth Program	Law Enforcement
Importer, Telemarketer	Lawyer
Independent Business Owner	Lawyer, Business
Independent Contractor	Lecturer
Indigenous Architect	Legal Assistant
Inn Keeper	Lender
Inn Keeper, Attorney	Lending
Inn Keeper, Realtor	Librarian
Instructor	Library Technician
Insurance Analyst	Lifeguard, Mother
Insurance Sales	Loan Fund Manager
Interior Design	Lobbyist
Interior Designer	Logo Director
Intern	Luau Manager
Island Coordinator	Maintenance
Janitor	Maintenance Worker
Janitor II	Maintenance, Janitor, Landscaper
Janitorial	Many
Jeweler	Marketing
Job Coach	Marketing Manager
Job Developer	Marketing, PR Director
Journeyman Carpenter, Maintenance,	Massage Therapist
Landscaping	Maui United Way
Kitchen Manager	MCC Educator
Lab Assistant	Med Tech
Lab Assistant III	Medical
Lab Technician	Medical Doctor
Labor I	MEO
Labor Liaison	MEO Staff
Laborer	MEO Youth Bank
Laborer, Human Services	Middle Management
Land Development	Minister
Land Use Planner	MIS, QA
Land Worker, Student	Missionary
Landowner	Mortgage Banker
Landscape	Mortgage Broker
Landscape Architect	MTW Program Administrator
Landscape Design	Multimedia Developer
Landscape Maintenance	Musician
Landscape Supervisor	Musician, Minister

Self-Described Occupations of Focus Maui Nui Participants* (cont.)

(from Survey Form)

Natural Resources	Pipe Fitter
Naturalist	Planner
Nature Conservancy Employee	Plant Supervisor
Navy-Civil Services	Plumber
Non-profit	Pool Attendant
Non-profit Director	Postmaster
Nurse	Power Plant Supervisor
Nurses Aide	PR and Education
Office	Pre-Foundation Manager
Office Administration	Prep Cook
Office Administrator	Preschool Director
Office Assistant	Preschool Manager
Office Clerk	Preschool Teacher
Office Manager	President and CEO
Office Manager Engineering	President Chamber of Commerce
Office Manager, Student	Priest
Office, Secretarial	Principal
Operating Engineer	Principal-Educator
Operations Engineer Coordinator	Private Secretary
Operations Manager	Private Tour Guide
Operator	Probation Officer
Osp Engineer	Produce Supervisor
Painter	Production Manager
Parent Advocate, EA School-Home	Professional
Liaison	Professional Community
Parent Inventory Specialist	Professional Educator, Mental
Parent, Community Networking	Professional Photographer
Part Time Assistant, Part Time	Professor
Pastor	Program Assistant
Pastry Chef	Program Coordinator
Pastry Cook	Program Coordinator (Social Service)
Payroll Administrator	Program Director
Payroll Clerk (MEO)	Program Manager
PC Specialists	Programmer
Personal Management Specialist	Project Clerk, Program Associate
Personnel Regional Officer	Project Coordinator
Pharmacy Technician	Project Coordinator, Real Estate
Photographer, Computer	Project Manager
Photography	Project Manager, Real Estate
Physical Therapist	Project Specialist
Pineapple	Projects Manager

Self-Described Occupations of Focus Maui Nui Participants* (cont.)

(from Survey Form)

Property Management	Resident of Hale Makua
Property Manager	Resource Center
Protea, Asparagus Grower	Resource Coordinator
Psychologist	Restaurant Management
Public Relations	Restaurant Manager
Publisher	Restaurant Owner
Publishing	Restaurant Senior Vice President, Owner
Purchasing	Retailer
Purchasing Manager	Retired
Purchasing Secretary	Retired Pineapple
RA	Retired, County
Radio Station, Student	Retired, Home Business
Real Estate	Retired, Pastime DOE
Real Estate Agent	Retired-Pioneer Mill
Real Estate Broker	Risk Manager
Real Estate Broker, Developer	RN
Real Estate Consulting	RN, Volunteer Coordinator
Real Estate Developer	Rooms Manager
Real Estate Development	S/W Engineer
Real Estate Management	Sales
Real Estate Manager	Sales Assistant
Real Estate Sales	Sales Clerk
Real Estate Sales	Sales Manager
Real Estate Sales	Sales Marketing
Realtor	Sales Rep
Realtor Sales	Sales Representative
Realtor, Paralegal	Sales, Management
Realtor, Parent	Sales, Marketing
Realtor, Self-employed	Sales, Tourism
Realtor, Social Worker	Sales, Utility and Student Intern
Receiving	Sales-Hotel
Reception Clerk	Salon Owner
Receptionist	Schedule Planner
Records Manager	School Administrator
Registered Nurse	School Counselor, DOE
Registration	School Psychologist
Religious Leader	School Registrar
Research	Scientist
Research Assistant	Secretarial
Research Scientist	Secretary
Reservation Agent	Secretary II

Self-Described Occupations of Focus Maui Nui Participants* (cont.)

(from Survey Form)

Security	Student Helper
Security Policy Analyst	Student Intern
Self Employed (Housecleaning, Crafts: Koa and Art at Craft Fair)	Student Retail Sales
Self-employed Farmer	Student, Assistant Researcher
Self-employed Journalist	Student, Buzzer
Self-employed Repairs	Student, Chef
Self-employed, Small Business	Student, Dental Assistant
Self-employed	Student, Gardener
Semi-retired	Student, Housekeeper
Senior Analyst	Student, Part-time Waitress
Senior Draftsperson	Student, Retail
Server, Wait Help	Student, Sales
Server, Waiter	Student, Substitute teacher
Service Tech	Substitute Teacher, Housewife
Shift Manager, Business Owner	Substitute Teacher
Shop Supervisor	Supermarket Owner, Manager
Shopping Center Developer and Operator	Supervisor
Small Business	Supervisor (Transportation)
Small Business Owner	SW Engineer
Social Service	System Administrator
Social Services	System Analyst
Social Work	Systems Administrator
Social Worker	Teacher
Software Designer, Artist	Teacher, Artist
Software Engineer	Teacher, Farm Owner
Sole, Self-employed	Teacher, Financial Advisor
Spa Director	Teacher, Self-employed
Spa Operations Manager	Technical
SPA, Administrator	Technology
Special Ed Teacher	Teller
Specialist	Therapist
SSC	Title I Linker
Staff Assistant	Tour Guide
State Biologist	Tourism
Stone Mason, Student	Training Coordinator
Storeroom Clerk	Transportation
Student	Transportation Officer
Student Assistant	Travel Agent
Student Consultant	Truck Driver
	TV Station Owner
	Union Representative

Self-Described Occupations of Focus Maui Nui Participants* (cont.)
(from Survey Form)

United Airlines
Upper Management
Urban Planner
Utility Clerk
Vacation Rentals
Vet Assistant
Vice President
Vice Principal
Videographer, Illustrator
Visual Artist
Waitress
Warehouse Attendant
Warehouse Supervisor
Water Engineer, Unemployed
Watershed Field Technician
Web Designer
Web, Graphic Designer
Working Foreman
Writer
Writer, Editor
Writer, Retired Neurosurgeon
YCL
Youth Coordinator
Youth Corps Leader
Youth Counselor
Youth Developer
Youth Development Services
Youth Development Specialist
Youth Services
Youth Services, Musician
Youth Specialist
Youth Worker
Youth Worker, Video Producer

*Not every participant entered an occupation in his / her survey. Not every session recorded occupations.

Perceived Challenges Facing Maui Nui (from Survey Form)

Rapid unplanned population growth.

On Lānaʻi employer of 90% of population. People employed by Lānaʻi Company will be afraid to speak up for Maui County, an infrastructure that can support the growth and development on that island. Political voices are often loud, which is not the Hawaiian way. The Hawaiian voice is softer and speaks for the good and fairness for all, not for only some.

Economy / jobs. Youth getting good education and high moral values.

Drugs / crime. Traffic.

Limited resources.

Expanding responsibility; must insure that infrastructure can keep up with growth (water, power and social services). Maui: traffic / transportation improvement needed.

Growth and financing the needs of growth (e.g. health facilities, education facilities, infrastructure, etc.).

Growth and traffic—urbanization. Illegal drug use.

Silent majority to be heard. Implementation of concerns.

How to grow responsibly, keeping in mind the basic values of what makes Maui unique.

Population growth.

Equitable informed participation in planning.

Balancing the tradeoffs between maintaining the environment and culture and growth.

Strong differences of opinion. Tendency to "de-motivate" people with opposing views, and affordable housing.

Jobs; planning for growth. Engaging our youth—combating drugs / drop-outs, etc.

Balancing growth, economy and environment.

Families trying to make ends meet. Polarization.

Growth; economy. Education.

Greed and the growing gap between rich and poor.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Preserving rural feel and environment.

Economic diversity and opportunities for our residents.

Social problems. Economy.

Family disconnect.

Enforcing existing laws in all areas (environment, social services, land issues, etc.)

Smart growth and infrastructure.

Over-development.

Drugs and education.

Too much growth.

Lacking cohesive plan that is related to a long-term vision. Drug problem; "old boy" government.

Over-growth. How to improve schools and traffic; lack of affordable housing.

Over-growth. Runway development; inadequate infrastructure.

Drugs. Traffic; housing; low paying service jobs; high gas prices; government is too involved in our lives at every level; over-crowded schools; highest taxed state.

Growing the community.

Teenage drug abusers.

Drug use.

Drugs!!!

Drugs. Violence; too much building.

Immigrants. Drugs.

Preserving and promoting local cultures, traditions, and the arts.

Development.

Immigrants / aliens.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Preserving and promote local cultures.

Population growth from tourists (immigrants). It encourages development and corruption of the peaceful spirit of the land.

Lack of environmental education / awareness — effort to effect change.

Preserving empty space!

Development — poorly planned.

Preserving the natural environment.

Communication. Balance between environment / economy.

Our environment!

Recycling — Keeping Maui as natural as possible while providing a viable community to live in!

Property accessibility.

Increase need for adequate infrastructure. Affordable housing.

The fact that it looks and feels like mainland USA and not the beautiful, unique, special place it is.

Balance — to grow.

Managing challenges related to growth.

Improving quality of life for all.

Economy.

Vocal minority is directing the political will.

Education. Water shortage; affordable housing; transportation.

Growth.

Knuckle heads in government and East Maui.

Education. Environment; transportation; water.

Perceived Challenges Facing Maui Nui (cont.) (from Survey Form)

Impact on environment by over-population.

Economy.

Economy. Affordable housing.

Degradation of the environment. Diversified economy.

Sustaining and encouraging growth in business without damaging the environment.
Making Maui the leader in energy alternatives.

Growth. Hard drug addition; water.

Imbalance... we swing from extremes rather than pursuing a steady consistent path.

Maintaining a strong economy and quality of life for our residents while preserving our natural environment, open spaces and rural lifestyles.

Land development. Introduction of GMO's to the local environment.

Government not listening to industry.

Keep from over-growing beyond its sustainable capacity.

To keep things in balance, development, growth, agriculture, traffic, community services.

How to retain our natural and heritage seed stock by becoming a genetically engineered-free county. Controlling and graduating agricultural diseases in environmentally sound manner.

Managing growth while preserving the environment (they need not be mutually exclusive).

Keeping an environmentally sound society and keeping Maui, Maui. Need to keep open space and ag lands from being developed.

Retaining a true agricultural base.

There are several such as availability of affordable housing, infrastructure challenges, etc. A lot of it stems from government. Drug abuse prevention is another challenge we face today.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Drug abuse / awareness. Educating youngsters on drug use / awareness.

Balancing economy vs. development. Newer groups not integrating as well as prior groups who move here.

Drugs, substance abuse.

Education — higher education, college.

Drugs. Housing; education; preserve environment.

Balancing environment and growth. Educational quality.

Government.

Making living here affordable. Making government open and accountable; water; needs vs. wants in communities.

Education. Economy; infrastructure.

Moving into the future as we preserve our past.

Preserving assets in face of development. Providing education for youth.

Educational funds. Schools are short of funds, that's why we are short of teachers.

"Haole" attitudes — everything is for what I can get and not what I can give!

Drugs. Crime; jobs; traffic.

Drugs. Crime; traffic.

Jobs. Traffic; housing

Affordable housing. Roads.

Planning for the future: development, infrastructure, building economic development with protecting Maui's environment.

Economy.

Cost of living. Affordable housing.

Preserving Maui's natural beauty while sustaining our islands economy.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Allowing proper planning and development.

The divide of the rich and the poor. Environmental issues and sustainability.

The increasing population and decreasing space.

Traffic. Education.

Balancing economic and quality of life issues.

Water. Traffic.

Lack of emphasis on education.

Over-crowding.

Sustainability.

\$ Infrastructure; limited-but-present discrimination.

Not losing identify.

Lack of infrastructure — too much growth and not enough balance in aspects such as water, roads.

Keeping the environment as healthy as possible.

Poor education for children of all ages.

How to provide social services on the budget we have.

Balance — preserving culture and resources with sacrificing needs of community.

Cause / effect — action at a cost. Need to focus on big picture so that progress does not have to "cost." Ritz is a great example of symbiotic solution.

Diverse economics. Infrastructure development.

Preserving our cultural environment and preserving our culture through smart growth.

Economic growth.

Balancing opposing goals while taking "action". More local government.

Over-development. Lack of infrastructure.

Perceived Challenges Facing Maui Nui (cont.) (from Survey Form)

Keeping the natural environment and culture alive and vibrant while moving forward into a strong economy. Planned, responsible progress is essential and prioritizing what "the people" think is the priority; balancing the above.

Controlled growth.

Economy. Island preservation.

Lack of decent planning and definition of Maui's future.

Protecting natural resources: beaches, open space. Providing affordable housing; reducing substance abuse.

Not to succumb to the money people.

Uncontrolled and unsupervised development. Poor use of resources.

Affordable housing. Well-paying jobs; lack of political power and involvement for Hawaiians.

Land use / planning; growth could exceed carrying capacity.

Preserving quality of living.

Growth, unchecked, with disregard for long-range effects. Crystal meth; racial / ethnic intolerance.

Development impinging on natural environment (air, water, ocean). Lack of jobs causing population drain; cost of living.

Bettering our economy without killing our environment. Training the people here to fill jobs — stop importing people for jobs.

Balance between a healthy economy and preserving environment and quality of life.

Manage growth. Economy — jobs; housing; culture; drugs; energy.

Affordable homes. Taking care of seniors; living conditions better for all.

The speed of growth and development in every aspect of the environment.

Jobs for locals. Housing; education quality; initiatives by local people.

Diversified economy. Too service oriented vs. products / export / manufacturing oriented.

Perceived Challenges Facing Maui Nui (cont.)

(from Survey Form)

Housing (affordable, and stop the speculating). Education; get product oriented businesses (better paying jobs).

Growth.

Managed growth. Economy and jobs; cost of living; quality of life.

Growing the economy.

Education. Economy; traffic.

Education.

Tourism over-taking the economy and environment, impacting taxpayer dollars that dilute education and services. Also that tourism drives an infrastructure that destroys the local and natural environment.

Development—control the development. More and more dependence on tourism as sole means of family support.

Community involvement, focused common vision.

Education. Housing.

Finding the balance between economy, environment, and infrastructure.

To grow smart and not destroy the environment.

Smart development (controlled and necessary). Provide basic needs; crime prevention.

Preserving environment.

Unbridled growth. Poor governing.

Over-development. Traffic congestion; lack of affordable housing; increased property taxes.

Building uprising.

Development vs. quality of life. Tourism vs. sustainable economy; ice and lack of enforcement with treatment; entry level affordable housing.

Hold the politicians' feet to the fire, don't bow to the greed of developers—watch out for conflict of interest. Maui for Mauians.

Perceived Challenges Facing Maui Nui (cont.) (from Survey Form)

Developers running rampant and wanting to subdivide and pave over the entire island.

Growth.

Over-growth.

Enforcing laws. Protecting coastal access; transportation; housing for work force.

Cost of living. Government vs. private rights.

Planning for changes. Money for programs to benefit Maui County citizens.

Government out of structure of community — making and being the boss.

High cost of living — stop getting higher!

Growing government involvement.

Transportation. Poor government spending.

Understanding how government is restricting our freedom and driving up cost of homes and lowering wages.

Growing the economy and keeping the integrity and identity of Maui.

Getting the community involved. It seems like there are only a handful of residents voicing their opinions. The entire community needs to be involved to ensure that the future of the island is not decided by a few people.

Growth and we don't seem prepared for it. Lack of quality education, K-12. We are not producing quality adults in our public school system.

Agreeing what challenges face Maui, if we can focus on a few challenges at a time, perhaps we can move forward in a timely manner.

Maintaining island's identity while providing for its growth (economically) infrastructure and services.

The ability to provide meaningful jobs and comfortable and affordable homes for its residents. At the same time balancing this growth with preserving the environment.

The economy. Acknowledging the "mass" voice of the communities goals and priorities; coming together as a community toward a similar goal.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Lack of economic growth; lack of growth inadequate investment inflow into our economy due to the county not approving projects in a timely manner.

Educating the community about the changes taking place with the kinds of people moving here. Communities needing to work together; vocal people getting involved; our politicians need to think in this century, see the whole picture and set goals for our future.

As of 6/10/03—drug abuse—drug abuse seems to be a problem no one gets involved with until it touches personally. It promotes crime and violence and requires much time and money to address. This problem is accelerating at an alarming rate.

Infrastructure. Schools.

Balancing growth with environment. Keeping housing prices affordable; quality of education.

Lack of political will to make things better.

Housing (affordable) not just \$500,000. Future for the elderly; education; better schools and wages for teachers.

Controlling growth through planned expansion at minimum cost to environmental systems.

Housing. Heritage; economy.

Over-population without infrastructure to handle the growth. School system.

Job opportunities for our children.

Water and air pollution. Jobs.

Water conservation systems. Elderly programs.

Water conservation. Development.

Creativity and developing programs for the youth. Growth.

The gap between people who have a little voice and those who have too much influence, power, and voice.

Development.

Growth. Infrastructure; water resources.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Keeping development under control.

Education. Environment; accountability.

Drug problems. Education; preservation — development curtailment.

Growth pains. Education; local housing for workers.

Local dependency on mainland. Drugs; education; accountability.

Education. Safety; environment.

Over-development. Poor public education; inadequate health care via state hospital; being NOT O'ahu.

Education. Drugs; cost of living; excess / waste use of tax \$; corrupt government.

Preserving the islands natural environment.

Say no to the development — even if they are lining your pockets it's hard to say no.

Transition to post-sugar land use. Managing demand of transplants from mainland.

The need for decentralization from the state of O'ahu.

Planning.

Stabilizing / diversifying economy.

Education. Land use.

Infrastructure. Roads.

Traffic—need to build better, safer highways and roads.

Drugs / crime. Traffic.

Transportation.

Over-growth.

Good planning — not owning what we want to control, not living up to current policy.

Development (whether there should be any, what kind, who should do it, who should get a say, where should it be, when, how, etc.).

Perceived Challenges Facing Maui Nui (cont.) (from Survey Form)

Lack of culturally sensitive planning and follow through on development. Sprawl just like the mainland.

Lack of vision by county government.

Communicating to the community how lucky we are. Yes we have problems, but enjoy the day! :)

Drug problems. Educational institutions.

Education, education, education. Thank you for doing this!

Infrastructure and development. Drug abuse and education.

Unsustainable development: more and more people living here with lifestyles that negatively impact the environment and the feeling of living here.

Not continuing to allow development at the expense of the environment.

Over-development for non-residents. Corruption in government / development / corporate involvement.

Protecting and preserving island resources and planning for self-sustainable growth.

Rapid growth.

Pollution—fuel, pesticides, overpopulation of water, land, beaches. Dependence of off-island fuel / food / resources.

Water management and danger of over using. The possible lack of self-governing creativity.

Balance of nature with development. Sustainability.

Too many people moving to the islands which leads to destruction of natural resources which was the reason they came in the first place which leads to not enough natural resources to supply increase in people and Hawaiians being outnumbered in their own land.

Development exceeding available infrastructure; rapid loss of native plants and animals due to habitat loss and pollution. Destruction of marine environment / exploitation, pollution, etc; preserving, protecting and allocating water; enforcement and accountability.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Water; sustainability for disaster preparedness (man made / natural). Giving the majority of the people what they want for Maui.

Not being paved over like O'ahu.

Preserving our environment while providing a viable income and lifestyle for our citizens. Also educating our children so they can be productive members of society.

Smart growth. Education and keeping infrastructure up with population growth.

Protecting its lifestyle.

Planning growth. Drug use and crime.

Drugs. Uncontrolled growth.

Crime. Low education.

Smart growth. Control and eliminate crystal meth.

Keeping Maui beautiful and unique.

Preserving environment. Education, drugs.

Smart-slow-growth.

Infrastructure.

Infrastructure issues. Affordable housing.

Affordable housing.

To achieve a healthy balance between growth, preservation (cultural and environmental) and the quality of life of Maui citizens.

Growth with vision and accountability. Enforcement of existing laws and ordinances.

ICE; infrastructure. Affordably housing; lucrative jobs.

VISION for future held by all and implemented by government. Saving the environment; PLANNING and sticking to the PLAN.

Transportation—roads. Protect water quality; control development.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Lack of vision in long range planning. Education needs a new vision that includes a clear image of the nature of the human being. All else will follow.

How to keep our island beautiful, its culture sustained, and our people healthy.

Lack of vision; i.e. lack of "systems" thinking.

Water, water, water. We need more planning more clearly allocated amounts; all about water and its connection to future growth and current needs.

Randomly of inconsistently regulated development that does not reflect the "vision" of people who live here.

Growth; environmental impacts. Water supply protection.

Over-population as the infrastructure cannot support and we will lose the quality of island life.

No overview into the future.

Sustainable future. Quality of life for all.

Implementation of vision.

Dependence on fossil fuels and imports.

Over-population. Social stratification.

Drugs. Bypass is a necessity; terrible traffic problems.

Over-population; over building. Diminishing public space; pollution.

Roads. Jobs; drugs; housing.

Growth. Drugs.

Highways; drugs. Housing.

Housing; drugs. Education.

Affordable living — cost of living exceeds wages.

Affordable housing — mid income; local residents having to leave for more affordable states. Lack of public transportation; drugs and crime.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Growth. Drugs.

Too much growth without the proper infrastructure.

Improperly planned growth.

Stupid government.

Growth / infrastructure to sustain it.

Improving education.

Growth.

Water usage.

Water. Economy; drugs; education.

Growth.

Controlled / smart growth.

Control development. Traffic, crime and safety.

Developing Maui for the 21st century without destroying the natural beauty.

Over-developing. Not enough roads, assistance for drug abuse residents.

Keeping Maui, "Maui".

Control growth with aesthetics. Keeping Maui clean; improving neighborly attitude and spirit.

Allocation of available resources across county.

Economy. Drugs / crime; highway traffic.

Economy. Environment; social issues.

Environment. Jobs for our youth and recent graduates.

Funding to support activities and community resistance to increased taxation.

Managing growth. Maintaining tourism.

Perceived Challenges Facing Maui Nui (cont.) (from Survey Form)

Taking care of the kids.

Promoting residents health, education and economy. Protect rural identity.

Our education and funding.

Hope more tourists coming to our islands.

Education. Health and cost of living.

The biggest challenge would be our education and economy needs.

Economy.

Leadership not providing direction with vision. Rapid change.

Trying to be economically solvent for all businesses and social services and yet keeping Maui still small enough to still have an *'ohana* feel.

To put all these ideas into place or action.

Finding a good balance between environment and economy.

Roads, transportation. Housing reasonable enough for young working people.

Making the commitment to listen to the ideas of this initiative, and making it happen.

Lost of the *'ohana* spirit: "US" against "them" mentality.

Substance abuse. Traffic.

Traffic and jobs. Not enough media coverage (TV).

Financial issues. Material needs of community (people).

Education. Drug abuse.

Easy access, i.e. getting from one place to another; diversity of activities, i.e. can go golfing in the morning, polo in the afternoon, a movie / concert in the evening; beautiful spaces.

Economy. Less jobs for sustaining a decent living.

Education and drug problem.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Sustaining economic development to create jobs so people can afford housing.

Working toward a future where we come back and say "we got it right" instead of "what might have been".

Water conservation. Land use; waste management.

Housing. Infrastructure; destruction of our natural resources.

Water conservation.

Affordable housing. An irresponsible state board of education; an unfair tax system—eliminate taxes on food and medicine.

Ice (drugs).

Keeping Maui beautiful. Getting more people involved.

Educating our children. Managing our resources; keeping Maui beautiful.

Management of natural resources—particularly water.

Enhancing and improving the quality of life for people and land.

Traffic. Affordable house.

Education. Keep natural environment, more climate.

Infrastructure and economy. Funding—social services, education.

Drugs.

Funds and allocation of funding.

Finding enough funding for children's education and activities.

Drugs and teen pregnancy. Affordable housing.

Drug abuse for teens and teen drug treatment center. Early childhood education.

Economy. Jobs.

Education.

Economy—it's connected to everything.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Ice—drug abuse; last of 4-year college education at MCC. Traffic / transportation; lack of affordable housing.

Drugs.

The economy which has us losing our best people. Lack of resources homes, jobs, opportunity (future hope) leads to stress which leads to drug use — domestic violence and the disintegration of family.

Growing population / cost of living. Traffic.

Public transportation. Drug problem.

Solving transportation. Water / medical problems.

Growing—managing it appropriately while maintaining the beauty of Maui.

Population growth with all the challenges that come with overcrowded roads, demands on all natural resources. Social and health problems.

Growth and how to best deal with it.

Economy; growth. Education.

Use of water. Inadequate and lack of appreciation for education.

Affordable housing—to buy or rent, traffic, drugs and alcohol abuse. Diversity in jobs, higher education, diverse economy.

Not implementing approved county and community plans.

Energy, water development (planned or not planned); self-sufficiency. Affordable housing.

Lack of natural resources.

Water. Roads; housing.

Economy; housing. Environment; preserving our culture.

Housing.

See slides.

Keep open space.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Budget.

Uncontrolled growth which in turn affects everything else.

Transportation. Open spaces.

Infrastructure not keeping up with development. Educating people of all ages of problems facing Maui County.

Uncontrolled growth.

Over-development.

Ice.

Balancing economic development with preserving the environment.

Housing!! They say affordable but it's not!

Housing!!

Affordable housing; job security with better pay. Helping seniors with transportation / activities; more recreational programs.

More people are moving here.

Maintaining growth without ruining what makes Maui unique.

Over-development and misuse of natural resources.

Not enough jobs.

Drugs. Housing; transportation; water.

Economical downfalls. Economical downfalls.

Space; water. Housing.

Education. Roads / traffic / jobs.

Affordable housing.

Over-population. Growth beyond our natural resources.

Perceived Challenges Facing Maui Nui (cont.)

(from Survey Form)

Preserving the environment and beauty but also providing jobs and keeping and improving the economy. Infrastructure because of increasing population.

Development; population growth. Water supply.

Poor choices in jobs and opportunity; dependence on tourism. Prejudice; lack of access to information.

Infrastructure; economy. Drugs; education.

Getting community involved in decision making process, too many people have the opinion of "my voice doesn't count," but if the "silent majority" comes together decisions can be made.

Maintaining and preserving environment, culture and *aloha*.

Keeping Maui, Maui.

Avoiding breaking up social classes with rich to poor.

Tourist vacation rentals competing for local housing locals cannot compare for housing with tourist.

Having smart growth without depleting our environment and resources.

How to protect what is left of the island's environment and cultures? Preserving our sense of family especially our extended family relationship.

Urban and ex-urban sprawl. Changing demographic with greater influx of people of out of state.

Balancing the needs of each community—social, economic and infrastructural with protecting our open space and uniqueness of Maui County.

"Smart growth".

Maintain and increase the economy to keep residents.

Infrastructure i.e. water / roads. County government backlog of planning department / red tape.

Infrastructure.

Keeping the way of life enjoyable for everyone.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Preserving the environment while improving infrastructure and promoting the economy.

Inadequate government—lack of strong / confident political leaders which results in too much micro-management and red-tape.

Sustainable growth.

How to control the components of an increasing population 1/3 births, 2/3 imports re: housing, the natural environment.

Economy. Maui Community College moving to 4-year.

Economy. Must keep Maui unique thru control, planned growth.

Keeping up with the cost of living; affordable housing—need more; creating more jobs.
Preserving the environment.

Over-regulation of the land use entitlement process. Growth at a steady pace in harmony with the environment.

Affordable housing.

Drug use. Ignorance.

Maintaining a quality lifestyle with the inevitable growth.

Economy; "sense of community and belonging" — 2/3 of county growth moved here.
Youth; education.

Growth. How much and to what extent.

How to maintain the beauty and *aloha* while surviving economically.

Preservation of above-mentioned quality of life. Upgrading our infrastructure in balance with preserving our environment.

Focused plan for the future.

Urban spirit.

Environment. Economy.

Housing; transportation. Water issue for Upcountry area.

Perceived Challenges Facing Maui Nui (cont.) (from Survey Form)

Inherent conflict between need for jobs (expanding development) and the need to preserve Maui's natural beauty.

Jobs to keep our children here in Maui County. Economy.

Transportation; population. Water.

Losing its identity, *aloha* with modern push. Losing what attracts people to it in the first place.

Balancing the needs of everyone with lack of funds.

Cost of living (gas, food, housing).

Infrastructure—growth; transportation — traffic. Economy — Agriculture and general business also corporations.

Balancing economic growth with preserving natural environment. Critical lack of adequate funding for many essential needs.

Growing too fast.

Not enough affordable housing. Too many local people on drugs, lack of assistance to low income families.

Traffic gridlock, make the new upper road to Lahaina from Ma'alaea. No mandatory recycling.

Crystal meth use must be addressed thru treatment; no affordable housing; split between rich and poor; poor zoning / planning. Water; agriculture land use; self-sufficiency — energy and food.

Over-growth.

Ineffective government; affordable housing; drug abuse problem. Environment; rich and poor discrepancy.

Invasive species prevention. Water development; traffic.

Growth.

Drug abuse among youth as well as adults.

Jobs; social services. Environment; infrastructure.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Preserve agriculture land and jobs. Develop more water resources; develop transportation / highway projects.

Keeping Maui, Maui—lots of open space with lots of paradise. None.

Money.

Development and over-population. Cost of living.

Drugs.

Need long-term plan to balance environment and growth. Must preserve beach land and agricultural areas. Limit growth to existing residential area expansion.

Inefficient government, waste of money. Politicians having their own interest or big developers interest in mind rather than the entire island.

Use of crystal ICE. Growth.

Preserving our natural resources and accessibility to the ocean. Affordable housing for people who live and work here.

Economy not strong enough.

Housing and infrastructure. Also ice use.

Economy.

High cost of living.

Growing population.

Growth, moving away from tourism while improving its economy.

Preserving the island lifestyle and beauty. Affordable housing; safety of community.

Infrastructure.

Growth — too many homes being built — no affordable housing. Too many people moving from other states — they are the ones buying all the newly built homes.

Infrastructure not keeping pace with development.

Infrastructure.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Infrastructure capacity.

Budget restraints; housing and affordable homes. Growing crime rate and drug addiction.

Over-crowded; better roads; high cost of living. Drugs / crime rate.

Traffic jam in Pā'ia area. Good use of state and federal funding to essential projects.

Crime — drugs. Quality of life — affordable housing, traffic, cost of government; diversification of business like R&D, biotech, science.

Planning for the future; providing proper services for our residents. Informing residents of plans for the future.

Drugs and the affect on society (crime and theft). Price of housing / standard of living; over-development and developers not telling community what they are doing.

Ice. Rapid growth / inter-island transportation.

Managing to preserve culture without hurting economy.

Drug abuse. Infrastructure; preserving local traditions; keeping Maui affordable for the local communities.

Trying to fund all the different programs and organizations in Maui County.

Cost of living.

Population explosion; lack of water. Drug problem.

Over-development. Population.

Too much politics.

The economy is the biggest problem facing Maui County. I believe that there are problems in morals and decision making that keep the economy the problem.

Preserving the environment and keeping up to demands of development because of increased population.

Balance growth. Preserve essence of Maui.

Growth; traffic; infrastructure. Drugs (substance abuse).

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Initiatives to initiate.

Over-development; lack of infrastructure. Opportunities for youth (job, social, career); quality education.

Limits to growth — there is too much growth, too fast.

Making difficult political decisions that may lose your seat (allocation of public resources in a priority basis).

To provide educational opportunities to encourage young people / older people to grow stretch their lungs so to speak and do the things that make their lives fulfilling.

Transportation. Drugs.

Over-growth.

Population growth.

Traffic. Economy.

Traffic. Crime.

Where, what, and who will make changes in Maui?

Economy. Population growth.

Inadequate programs for youth. Economic stress of lifestyle.

Enforcement of current laws. Responsible representation; taking care of the local people, seniors and those needing services.

Drugs. Economy to meet the needs of long time residents.

Breakdown in community / family. Lack of accountability and responsibility — disconnect between words and actions.

Families working too many hours and children left feeling disconnected; drugs being used to replace sense of caring. Economy forces parents to work 3 jobs just to survive; the disparity between the wealthy and the poor is greater now than ever.

Families impacted by drug abuse. Limited job opportunities for families to stay here.

Stabilizing our families.

Perceived Challenges Facing Maui Nui (cont.) (from Survey Form)

Managing greed.

Economy.

Drugs. Crime.

Degradation of our natural resources. Traffic; over-development.

Lack of resources for effective public school system and high cost of living. Changes in core values and beliefs of respect and care for one another — cultural traditions.

Economy's impact on family life and community. Health and safety.

With more development, more people and more cars, our roads are not equipped to handle the traffic and this creates lots of problems for everyone. Our roads are over 50 years old and improvements have been only to widen the roads but not to build alternative routes.

Economics; uncontrolled growth. Keeping families strong.

Inadequate public education and services for youth; especially 12-18.

Too many people are arriving and we are not prepared with "managed growth".

Not enough attention is being paid to the crisis most young families with children face: housing, jobs, education and childcare. We need to focus more on reaching these families earlier before they end up on the welfare rolls, homeless, drug-related situations, domestic violence, etc.

County government is unqualified to provide the expertise and leadership to make the decision for all of Maui.

Housing. Jobs.

Affordable housing.

Drugs. Infrastructure; roads; affordable housing.

People and their attitudes and beliefs; crime; not taking care or the needs of our seniors regarding health care and the cost of it. People depending on the welfare system. The treatment of each other.

Lack of affordable housing. Lack of control on drugs and crime.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Affordable housing.

Drugs and alcohol. Affordable housing; economy and environment and work.

Housing and drug abuse.

Affordable housing; senior benefits. Drugs; teen pregnancy.

Cost of living — affordable housing, health and medical care.

Economy vs. environmental concerns.

Infrastructure. Human services.

Diversity of the "movers and shakers;" progress vs. traditionalism. Honoring the past and preserving the past while facing the dynamics of the future.

Drugs. Lack of affordable housing; good paying job not directly connected to tourism.

Drugs. Traffic.

Affordable housing.

Affordable housing. Adequate educational facilities; rampant drug use.

Over-development. Loss of local lifestyle.

Drugs — youth.

Balancing growth, economy, culture, values, opportunities.

Controlled growth.

The economy needs help.

Pollution. Population.

Environment at the crossroads. Bringing people into process; environmental impact of pollution.

Over-development.

Balancing — needs for services, jobs, education and not destroying environment and culture and heritage.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Not enough informed grassroots citizen participation — too many back-room deals.

Corporate accountability.

Uncontrolled growth.

Beauty of the land, beauty of the *aloha* spirit.

Lack of vision. Lack of community direction and vision by government.

Over-development.

Development. Infrastructure.

Education (public).

Population and development.

Education. Agriculture; environment; economy.

Housing. Over-population; too much development.

Education!!! About substance abuse, crime, voting.

The population. The traffic; the education; the pollution (cane).

Environmental and cultural preservation. Developers, gas price / land price gauging; affordable housing / community integrity.

Growing population along with rapid development.

Education. Housing.

Too much development. Too fast of an increase in population.

Crystal methamphetamine (ice).

Substance abuse. Education; economy; environment.

Ensuring a strong family.

Our needs are often ignored in the face of the needs of Maui island's larger population base.

Taxation without representation.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Communication between the islands that make up Maui County. Inadequate or unfortunate representation of Moloka'i. Taxation without representation.

High cost of living with few economic opportunities.

Moloka'i no like be connected to Maui.

Balanced growth. Well-planned infrastructure; patience.

Not enough jobs.

Crookedness, corruption.

Money.

Drug problem. No jobs.

Education. Drugs.

Drugs. Education; health

Education. Drugs.

Education quality.

Education. Drugs.

Over-development. Drugs.

Drug use. Education.

Growth.

Education our youth.

Traffic. Water.

Reaching our elected officials — getting them to accept our opinions, getting our officials to follow the community plan.

Resource management and preservation of environment. Maintaining cultural traditions and rural quality of life.

Economy.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Infrastructure. Economy; better education; preserving our environment.

Higher education. Jobs; affordable and adequate housing.

Traffic. Education; expensive housing.

Housing. Education; economy.

Crime. Economy.

Traffic.

Economy.

Traffic.

Housing. Expensive basic needs.

Jobs. Transportation.

Economy.

Over-population. Too much traffic; more jobs; affordable housing.

Education. Economy.

Education. Economy.

Over-development. High cost of living; too fast population increases (housing, traffic, crime, education).

The drug scene.

Water; open space; cost of living. Drug, alcohol and substance abuse.

Over-development without thought / concern about island; loss of local lifestyle.
Increased destruction of families because of drugs; more people moving here / more cars /
less appreciation of Hawaiian cultural values.

Crime and drug / substance abuse; too much development, fast growth. Health and well
being of youth.

Cost of living — utility cost, housing cost, gas prices.

Over-development, too much water usage, over-dependency on tourism.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Life-time residents being able to financially compete in this economy.

Drugs. High cost of living; housing.

Leadership.

Infrastructure. Depletion of natural resources; corrupt politics.

Housing. Transportation.

Infrastructure not keeping up with growth; development vs. strategic planning. Water resources.

Growth; roads; water. Education.

Education — without good educators, education is useless. My concern is middle school (6th-8th grade).

Schools; highways; lower-priced housing. Water.

Too high priced homes; stop the airline ways. Too much drugs.

Balancing isolated beauty with commercial / tourist demands.

Government leadership is not attuned to the community.

Education.

Growing at a controlled, intelligent, rural pace to encompass the needs of all.

Over-development with no accountability.

Transportation; education. Healthcare.

Infrastructure. Drugs / crime.

Growth.

Drugs / crime.

Stimulate the economy.

Health care; education. Affordable housing.

Education; health care / facilities. Drugs and crime.

Perceived Challenges Facing Maui Nui (cont.)

(from Survey Form)

To keep the natural environment and rural aspect of Maui while still growing economically.

Planning for growth and infrastructure. Protecting our natural resources (clean water, ocean flora-fauna).

Over-growth on the island and not being prepared.

Keeping Maui beautiful enough so that my children will want to live here, and keeping it affordable enough so that they can.

High cost of living vs. limited jobs / education.

The struggle against the necessity of growth while still conserving our islands natural beauty. Managing conservation and growth.

Keeping Maui, Maui.

Over-population, over-developing.

Matching the idea about vision of the future with the reality of community needs.

Poor government that is incapable of solving traffic problems. Planning properly for anticipated growth.

Actually making things happen!

Smart growth.

Growth too quickly.

Big money, outside influence; rapid growth; water; environment. Lifestyle; cost of living; accountability.

Dumb growth. The big industries having the power.

Fast improvements for better; understand Hawaiian culture; preserving it. Learn to love, smile, say hello to all.

Housing facilities, we need more homes for the people who need shelter.

More water, homes. Curbing drug activity.

Traffic.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

The biggest problem we are facing is drugs.

Over-population / infrastructure.

Economy — taxes too high.

Growth. Affordable living.

Having environment.

Affordable housing.

Cost of living. The economy, housing, etc.

Cost of living and transportation would like to see a rail system and affordable housing.

Drugs. Lack of affordable housing and public transit.

Drugs; poor government. Affordable housing; transportation.

Keeping up with congestion, preservation, pollution. Improving overall environment: water, air, shoreline. Limiting growth: good planning.

Properly planned growth and services; more participation by citizens in decision making. Lack of protection of vital natural resources—water, reefs, etc.

Growth; economy. Environment.

Keeping the environment as a priority and accessible to residents, while taking care of the economy.

Sustainable growth — environmental protection.

Traffic; development; jobs. Water; ag.

Balancing sustainable growth and preserving and protection the environment.

Batu (speed), Budweiser. Politicians.

We need stronger political leaders.

More people coming to live on Maui.

Preserving culture; nature. Improving education, health and transportation.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Houses; jobs. Water.

Affordable housing.

Housing for low income. Give jobs to Maui locals and residents not to big outside companies.

Keeping the best and brightest here on Maui.

Uniting these islands to preserve their future. Reaching the public.

Growth.

Smart growth.

Maintaining our natural resources with the least negative impact.

Growth.

Affordable housing. Water; education.

Economy. Natural resources — land / water.

Being able to expand the population controllably without compromising the natural and human resources.

Economy growth.

Affordable housing.

Water.

Infrastructure is inadequate.

Overgrowth.

Must be conscious of protecting the environment. Must contribute to grow economically to assure the future to our people.

Transportation.

Trying to preserve the environment while trying to get affordable housing and recycling development controlled.

Economy.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Communication. Education.

Over-population; pollution. Too many realtors; bad government wealth, lobby for development.

Smart growth; affordable housing. Infrastructure demand.

Transportation. Drug abuse.

Transportation. Environment (cleaner ocean — alien species).

Electricity; water consumption. Population; tourism / economy.

Expanding. Tourist.

The prices of houses and the land are used to make million dollar hotels or golf courses instead of making homes for the people which they can afford.

Traffic; pollution. Housing.

Housing and traffic.

Cost of housing. Protecting the environment and natural resources.

Need more jobs.

Economic growth; population growth. Environmental protection — land issues, zoning, development; water.

Tourists. Traffic.

Over-development at the cost of the loss of cultural identity. Higher cost of living; loss of natural resources.

Poor quality of education; over-populated. Native Hawaiians are found more on the mainland than in Hawai'i because of costs.

Balancing development and the environment.

Balance quality of life with control over-development.

Infrastructure.

Increase in population; traffic; pollution. House development.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

The fluctuation of tourism and effective economy.

Education. Drugs.

Over-population; infrastructure; over-development — unplanned or poor planning.
Incompetent planners.

Over-population.

Growth; housing; jobs. Affordability.

Economy; infrastructure; lack of affordable housing. Economy.

Economy is so dependent on tourism; infrastructure. Drug use in the community;
education is quality.

The silent majority (culture of silent).

Strengthen the economy.

Drugs.

Getting rid of drug dealers. Really getting our kids education; trying to support them as a
single parent; trying to buy an affordable home.

Transportation.

Dealing with tourists.

Uncontrolled development.

Preserving the environment while promoting controlled growth.

Cost of living relative to employment opportunities—balance this.

Cost of living.

Population growth.

Education; environment. Transportation.

Drugs.

Imbalanced growth; infrastructure shortfalls. Natural environment impacts.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Health care; education. Growth.

Housing, transportation. Water.

Balanced growth.

Growth — smart growth.

Keeping up or ahead of growth.

Economy. Smart growth.

Exploding growth—how to "rein it in".

Environment. Education; economy.

Drugs. Transportation; economy.

Drugs!!!

Education deficiencies.

Educating our youth properly.

Water supply. High cost of housing; low income jobs.

Gasoline prices; housing. Robbery and gun control — homeless animals dumped on the side of roads.

Housing — too expensive for purchase and rent. Water — allowing people to build swimming pools — unnecessary; needs when normal people need for everyday needs.

Economy; housing (cost/availability). Education for our children.

Economy.

Substance abuse; lack of jobs; housing. Lack of programs for children.

Avoiding Waikīkī-sation of Maui.

Affordable housing. Highest tax in the state.

Stimulating economy.

Lack of jobs. Drug use by youth.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Educational development. Youth and elderly services.

Cars (traffic). Planning housing; education.

Cost of living.

Infrastructure (roads, traffic / transportation). Fast pace population affecting our natural environment, pollution, traffic.

Job opportunities / transportation.

Traffic. Housing (affordable).

Growth.

Improving economic future.

Traffic; increase in population. Water shortage.

Water; traffic. Housing; honest government.

Water. Traffic; transportation.

Keeping infrastructure up to population growth.

Economy — lack of funds to support basic needs; safety — crime, substance abuse, unsafe highways; senior, housing, health care. Education, schools, training for jobs, motivation.

Water shortage; traffic. Cleaning the parks, beaches and family property!

Traffic. Over-population.

Education; drugs; traffic. Transportation.

Over-population / traffic / transportation. Basic needs, housing, water, economy, education, utilities.

Economy and so much dependence on tourism, transportation. To keep environment clean; affordable health services.

Economy. Jobs.

Affordable housing for young people, access to modern medical care. Lower cost for inter-island travel.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Traffic, education.

Education. Hospital for excellent doctors.

Transportation and planning for future for elders; health and education; getting food that is affordable. Getting everyone to care about issues and VOTE.

Education; job opportunities. Transportation to other islands and traffic on Maui; affordable housing.

Transportation; growth; health facilities (especially for seniors and underprivileged).
Education.

Water. Traffic; population.

Minority speaking for majority.

Housing; senior care; traffic. Education.

Affordable housing. Transportation; eldercare facilities.

Searching for information.

Cooperation among all groups.

Traffic, housing, public transportation. Affordable long-term care.

To control growth (residential and tourists) in order to protect and preserve the natural environment.

Over-taxing water resources; over-development of high end residences. Insufficient recycling programs.

Growth.

To decide to put the 'āina over money.

Over-population, lack of political will uniformed electorate.

Impact of tourism and development.

Over-population / bad development; drugs, strife, racial separation. Dependency on outside resources.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Sustainability.

Over-development.

Destruction of the *‘āina* and over-development. Sustainability.

Unchecked development, resulting in destruction of our environment richness for short-term monetary gain. Over-development also increases water, power, transportation and waste problems.

Lack of quality educational opportunity.

Population growth.

Freed from those who feel that profit is more important than quality of life for all.

Controlling development and implementing sustainable planning practices while educating the whole community. Changing Maui's agricultural base.

Apathy; political power thru \$ influence. Unsustainable growth.

To make Maui better, not busier.

Development. Uninformed decision makers, not having a commitment to the environment, not questioning growth economics.

Over-population and new development using old 20th century and non-economical methods of building.

To stop development. Enough is enough — to end unsustainable agriculture.

Increasing population.

Economy.

The economy.

Drugs.

Economy.

Economy. Employment.

Economy.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Economics.

Jobs.

Tourism, economy. Education; human services.

Economy, housing. Drugs.

None interesting things for Maui.

Cost of living. Economics; human resources.

Transportation.

Cost of living.

Drug. Alcohol.

Keeping natural.

Ability to get things done.

A viable sustainable economy.

Transportation alternatives.

Keeping the balance of the job opportunities; tourism; expanding agriculture; promoting hi-tech industries. Take advantage of our ideal weather.

Negative thinking, speaking and actions. Doubt in the community, in individuals, etc.

Education, drug use, crime. Families torn apart.

Growth without proper planning.

Need for economic development and diversification; preservation of *aloha ʻāina*. Low alarming rate of literacy for Lānaʻi; education — on Molokaʻi all schools are in corrective action.

Accessibility.

Drugs. Economy.

Employment. Drugs.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Control resources. Crimes / drugs.

Economy. Drugs and alcohol.

Sustaining natural beauty and rural identity in face of increasing growth (population) and development (malls).

Over-population. Crowded roads.

Education. Work opportunities and affordable housing.

Education. Drug abuse.

Education. Drugs.

Economy. Education.

Education. Drugs; teenage pregnancy.

Drugs.

Maui is a wonderful island and I want to focus on the positive.

Protecting the environment and natural resources. Planning for self-reliance; planning to reduce transportation needs.

Over-zealous development without planning to sustain the natural environment and natural resources.

Over-development.

Over-population; commercialism; urban sprawl. Lack of good education

Keeping Maui, Maui—and not becoming Californicated; Keeping Kihei, Kihei and not letting it expand island-wide; settling reconciliation with Native Hawaiians. Ice: Stopping it cold by becoming sensitive to root causes and helping the families and the abusers in them.

Reducing sprawl and urbanization (loss of agricultural lands); environmental protection Smart growth concordant with carrying capacity and sustainability.

Uncontrolled growth and greed. Lack of funds for anything other than promoting tourism.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

The selling of lands in large quantities for cheap money. Speculative buying of lands for homes which ends up with the original owner not living in it.

Losing its cultural identity. Water; health care service.

Increase regional self-reliance.

Survival.

Preserving natural environment; resisting urbanization. Restoring agriculture; commercialization of the culture.

Growth while maintaining environment.

Need to diversify economy. Need to strengthen educational system.

The high cost of living.

Balancing growth with preservation.

Getting people involved—voting, volunteer, etc.

Increasing drug problem.

The balance between all of the issues we face.

Growth.

Economy vs. environment.

Jobs and preservation of environment and cultural and traditional values while developing and facing challenges of modern current economy.

There are many big problems now but one I think is important is the gas prices because it is rising each year.

Dysfunctional families.

Fires. Drug addiction.

Economy.

Drug and alcohol affecting all faces of needs.

People fighting each other for resources. War in Iraq—National budget.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Growth at the expense of environment, culture and safety.

Water. Conserved.

Drugs.

Over-population — over-growth; massive traffic. education for our children

Housing. Transportation.

Government.

Population growth.

Over-growth.

Bringing local control to its people; building a local high school in South Maui. Downsize political government; not relying so much on tourism.

Rapidly increasing population; infrastructure (roads, transportation, water). drugs; culture

Electing a supporting government of leaders with the know-how and will to take action on a few of those problems.

Skyrocketing real estate prices. Large numbers of absent home owners.

Grow planning, affordable housing, local school boards, high school in Kihei now. More accountability of council members with respect to community plan and community input.

Keeping up with demands of newcomers while preserving the land and water. Keeping it all in balance.

Maui needs to take more time planning its future i.e. infrastructure, housing, protection environment etc. Maui is becoming an island for the well off. We have multimillion dollar homes left vacant for months get residents are unable to buy homes and endure paying high rents.

Housing prices.

Providing an opportunity for the local community to afford housing in the region that they prefer. Housing is limited in the most populated areas i.e. West Maui.

Growth; health (hospital). Roads.

Perceived Challenges Facing Maui Nui (cont.) (from Survey Form)

How to meet the demands of growth (economy / education / technology) yet maintaining the natural beauty and relaxed lifestyle.

Government control and not being able to totally benefit by the taxpayer dollars we generate in our community.

Promoting infrastructure that meets the needs of growth; promoting education at all levels which provides for local youth, creates jobs and utilizes the environment to provide education for the planet. Protecting the environment.

Controlled growth and infrastructure; local controlled of community institutions (schools, hospital, ect). Education — possible schools have major problems.

Moloka'i = jobs; youth moving away. Drugs = biggest problems — needs more DARE activities and moral community police officers on this island.

Jobs. Economy.

Jobs; better economy; better education. Drugs.

Access to transportation.

Economy. Politics.

Lack of Jobs for our residents of Moloka'i. Many families have to move away.

Monies.

Infrastructure; education; health care facility on the West Side. Transportation.

Traffic; growth explosion. Energy (gas prices, etc.).

Preserving the environment.

West Side housing and hospital. Education / youth organization.

Preservation of national resources; open spaces. Dwindling education.

Better roads. Facility for kids gyms / parks; schools.

Education, housing, drug abuse, West Side hospital (we don't have one). No action by our county reps on these issues. There's been too much research and committees formed and not enough action. Misuse of funds.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Provide better service for youth and children.

Government.

Where we are going and how are we going to get there.

Affordable housing.

Preserve and promote local cultures and traditions.

Economy / diversification. Infrastructure.

Infrastructure. Protecting agriculture and quality of education.

Managing growth, maintain our environment — it is our biggest asset. Gaining community support, input, voices to mold change.

Keeping the beauty of Maui's environment while creating growth.

Health services. Education.

Growth.

Improving quality of life.

Development in such a way to protect our environment.

Growth. Tourism.

Consensus on own future.

Educational reform — recognition of its priority over family items.

Economic downturn. Dysfunction in school children, drugs, family, gangs.

Economy.

Preserving environment, educate the children. Strengthen the economy.

Water!

Spreading the word to all visitors and residents about goals of the community.

Economy. Actions to take to transition as we promote diversification.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Keep environment clean, better education. No politics in community business.

Education. Infrastructure.

Managing growth.

Economy. Education / environment.

Controlled growth.

Education — it is the basis of everything else.

Affordable housing.

Controlled growth.

Fast and over development.

Development / Hawaiians that are lost to their identity. Drugs / abuse.

Drugs. Crime.

Roadways.

The children — *mālama*.

Drugs. Jobs and houses.

Economy. Tourists.

Economy. Employment for families and youth.

Education issues. Over-development / construction.

Finding a job in Hāna and housing.

Protecting and caring for the *‘āina*.

Over-development.

To do what need to do or be done.

Attitudes of new arrivals. Money in politics.

Elimination of crack houses. Controlling development.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Recognize diverse cultures (reach all), attitudes, political values, "issues".

Education. Health.

Changing what needs to be changed.

Education and health (i.e. drug abuse and waste disposal). Small business and economy.

Transition from being dependence what does not serve the island to taking action in our own hands.

Corruption in politics.

Politics.

Environmental degradation (i.e. loss of natural habitat, species extinction).

Public awareness of the change process. Ability for meaningful participation.

Infrastructure (i.e. water, roads, energy, housing). Education / jobs.

Affordable housing. Accommodating over-crowding.

Manageable growth.

Over-population.

Infrastructure (i.e. housing, highways). Jobs.

Speed of growth. Dwindling infrastructure / resources.

Uncontrolled growth.

Corruption and poor planning. Growth.

Growth, economy, housing. Control drug use.

Making sure future generations can afford to live here.

Creating diversified ag products, water resources, and public transportation. Keep Maui County from becoming over-developed.

Create sustainability. Preserving the environment and economy.

United vision. Ability / commitment to all work together.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Facing living here a better place.

Education.

Population Environment / water.

Irrigation.

Governmental restrictions.

Hearing other people incorporating ideas. Encourage thinking.

Having a successful economy that includes basic needs (i.e. housing, jobs) for all.

Making it right, make a difference. To express thoughts and feelings.

Making a difference. To say what we want to say.

Destruction of the land and native plants.

Over-population / growth. Disrespectful tourists.

Transportation.

Choosing the things that need to get better.

The people that come and destroy the land and native plants and animals.

The people.

People.

People.

Tourism. Over-population.

Effects of terrorism on tourism and American sentiment. Traffic.

Hawaiian land issues.

We local resident face through the tourism, Osama Bin Laden, and jobs we go through.

Tourism. Over-population.

Cost of living. Education and things seem out of reach.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Over-population.

Balancing natural resources (i.e. land, energy, agriculture). Growing population.

Lack of jobs. Limited affordable housing.

Economic independence (away from tourism).

Economy.

Housing.

Cost of living. Problems with drug use.

Government / education reform. Economic crises (i.e. affordable housing).

Development.

Drugs. Price of living.

Not losing our precious way of life.

Drug abuse.

Over-population. Insufficient infrastructure.

Over-population / rapid change. Drug and alcohol abuse.

Drugs and alcohol abuse. More activities fro youth especially during the summer.

Preserving and protecting the environment / controlled growth. Protecting and perpetuating the Hawaiian culture.

Respect of the host culture and environment (i.e. dirty water). Not enough drug treatment / education.

Over-population.

More affordable housing / senior health care. More improvement on the rural road.

Getting all to work for common good. Reduce the influence of special interest groups (i.e. follow the dollar groups).

Population growth.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

JOBBS.

Drugs. Jobs / housing.

Traffic.

Drugs. Crime.

Traffic.

Housing / population. Traffic.

Water issues.

Growth (i.e. transportation, roads). Medical healthcare needs.

Over-development without proper planning.

Controlling government spending.

Population explosion.

Education and affordable housing. Sustainable ag / trash and recycling.

Lack of infrastructure to support and anticipate rapid growth.

Developing too fast.

Traffic. Drug abuse / health initiative.

Affordable housing for the middle income group. Dependence on tourism.

Too much pressure on resources and infrastructure.

Over-populated with "mainlanders". Traffic / affordable housing.

Over-development with no infrastructure (poor public transportation). Too large of government.

Not enough money.

Economy / more jobs. Drug abuse.

Economy. Housing.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Water. Education and senior services.

Jobs forcing youth to leave (influx of tourists).

Unplanned growth. Infrastructure not keeping up with housing.

The island is growing too fast.

Over-crowding.

Making the right decision to make Maui the best place to be.

Improving education. Strengthen economy.

Education. Lack of affordable housing.

Balance between economic growth and preserving environment / cultural issues.

Education. Drugs.

Inferior education and infrastructure. Rapid growth.

Population explosion from mainland.

Over-population (transportation, water). Education (i.e. higher degrees).

Master planning.

Transportation (air and ground). Education, environment.

New people not conducive to "Maui" feel.

Transportation. Crime / drugs.

Economy. Crime.

Economy, jobs. Education and awareness for all.

Land stewardship.

Infrastructure not meeting needs.

Affordable housing / not enough hospitals. Over-populated schools.

Uncontrolled growth. Lack of infrastructure.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Balance economic needs with preserving the environment.

Economic health (affordable housing). Education.

Substitution — pineapple / sugar. Control drugs.

Economic. Transportation.

Education in schools / drugs. Roadways.

Economy / environment. No changes seem to be coming from politicians.

Too many people. Too much development.

Infrastructure / transportation. Law enforcement / drugs.

Education. Transportation / over-population.

Housing. Transportation.

Change government to be more self-serving. Change view of being and "outer island".

Controlled, well-planned growth.

Making the politicians accountable for what they do-through their own wallets.

Education / drugs. Housing.

Poor economy. Uneducated youth / drugs / pidgin in schools.

Drugs / unemployment. Infrastructure.

Education / drugs. Diversifying economy / housing.

Economic growth. Water / housing.

Roads. Schools.

Growth larger than infrastructure.

Lack of water / adequate roads. Ice epidemic.

Water.

Lack of funding for environmental issues (i.e. endangered species, plants and animals).

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Balance growth.

Drugs. Economy (i.e. taxes, high fees, gas prices).

Diversifying the economy. Improve overall infrastructure.

Economy.

Economic instability.

Cost of living. Keeping our children here.

Everyone getting along. Making proper decisions.

Water.

Getting things done. Moving forward.

Education — can't change things without knowing it needs to be.

Balancing a stable economy with preserving environment and culture.

Balance.

Education.

Quality of education.

Increased drug use / substance abuse.

Drugs.

Over-population. Maui beginning to feel like O'ahu congestion.

Drugs.

Development.

Drugs.

Substance abuse. Funding for schools / education / jobs.

Properly deal with growth.

Actually implementing change required by the people.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Transportation. Construction.

How to make life more affordable for *kama'aina*.

Transportation. Growth and population increasing.

Increased impact on the islands' style.

Keeping Maui, Maui / not relying on tourism. Utilizing idle ag lands.

Maui's identity.

Controlled growth. Improve education.

Economy. Finding and catering to needs of elderly.

Making big changes that need to occur.

Drug problem / inadequate health care for citizens. Lack of affordable housing / sugar cane.

Over-development / lack of water. Extinction of reefs and forests / drugs and alcohol.

Big money has too much influence / our environment is degrading. Social services are being eroded / drugs are devouring our youth.

Human quality of life determination. Growth / development without planning / water.

Unplanned development / misuse of water / lack of public transportation. Drugs.

Self-sufficiency (i.e. energy) / sustainable growth. Marketing of environment, culture, health.

Sustaining the island's beauty and resources. Over-development in the name of pure profit.

Health / drugs. Cost of living.

Water shortage / dependence on tourism. Lack of education / drugs.

Controlled growth / good planning for future. Ability to agree and move forward.

Controlling growth.

Transportation / mass transportation.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Health / insurances / employment. Water / transportation.

Transportation / water. Health issues.

To keep what makes it so special alive.

Save environment from big economy.

Thoughtless development.

Selling of stolen land. Increase in land taxes is forcing Hawaiians out of Hawai'i.

Substance abuse / over-crowded prison — need to rehabilitate rather than incarcerate.
Affordable housing.

Losing our environment.

Buildings / selling of lands. Economy / jobs.

Economy / cost of living. Inter-island travel.

Money.

Input by concerned citizens.

Affordable housing. Infrastructure needs / growth.

Unplanned development with disregard for future impact.

Over-population / over-development of "non-Maui" looking homes and businesses.
Keeping the tourism draw here.

Drugs (enforcement, prevention, alternatives) / education (need for improvement). Jobs
(limited, economy).

Drugs. Cost of living.

Drugs. Economy.

Over-population. Gap between rich and poor.

Everything discussed.

Substance abuse.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Over-population. Development that won't ruin special energy of Maui.

Growth / infrastructure / affordable housing. Public transportation.

Diversifying / maintaining a strong economy. Decrease dependency on tourism.

Over-crowding / poor infrastructure. Poor paying jobs / high cost of living.

Cost of living. Housing.

Greed speculators / developers. Insensitive newcomers who want to change things to suit themselves.

Gas prices / tax hike. Housing.

Cost of living.

Affordable housing. Supply and demand.

Drugs. Crime / violence.

Drugs / crime. Infrastructure.

Lack of comprehensive, long-term (100 year) carrying capacity study for each island.

Raising land prices / strengthening local economy. Improving health and education.

Invasive species. Batu / ice.

Thinking long-term. Abandoning the build it, then prove it until it falls down mentality.

Control development.

Sustainable growth. Preserving the environment.

Balancing need for jobs with need to protect environment.

Getting funding where needed.

Quick growth and development.

Economy. Education.

Education. Pollution.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Infrastructure — not keeping up with growth.

Business turning Maui into O'ahu / mainland.

Taxes.

No public transportation / too much traffic. Weak education.

Transportation. Education.

Population growth.

Public transportation / more activity opportunities. Cost of living / public health issues.

Maintaining / preserving eco-system and natural beauty while improving infrastructure.

Over-population / too many cars with no emphasis on current public transportation facilities. Stress on water / power resources.

Education. Self-sufficiency / resources.

Drugs / education. Get rid of Democrats in public office.

Explosive growth without infrastructure and planning. Lack of public transportation.

Infrastructure / transportation. Education.

Education / drugs. Traffic / affordable housing.

Infrastructure.

Integrating the important issues to achieve better self-sufficiency and *aloha* spirit.

Infrastructure.

Over-growth / traffic congestion. Low education.

Economic diversity. Water resources / environmental fragility.

Economic and personal crisis that lead to drug abuse.

Drug addiction / health care. Housing.

Development without coordination / thought of societal cost.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Economy. Environment.

Political corruption / lowest wages and highest taxation for locals and tourists. Poor air quality.

High taxes. Over-regulation.

Water / housing. High cost of living.

Basic awareness.

Political filth. Public ignorance.

Water / housing. Better education.

Over-growth. Traffic.

Utilities. Small business / government.

Economy / tourism. Traffic.

Cost of living / increase of prices / affordable housing. Increase in population / industry / traffic problems.

Too much traffic. Not enough schools / classrooms for number of students.

Planning to meet future's needs. West Maui problems need to be seen as important as the rest of Maui.

Housing. Growth-balancing the growth against the greed of few.

West Side is being forgotten / incentives to keep youth here. Affordable housing.

Education. Traffic / conservation of natural resources.

Politics.

Uncontrolled outsider driven development.

Economics. Too many rich buying up the land / real estate is too expensive.

Balance growth and healthy society.

Balancing people's apparent needs and growth with environment. Preserving the *aloha* spirit of Maui / Hawai'i.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Getting together to work on projects. Taking everyone's concerns into consideration.

Preserving *aloha* / environment. Infrastructure / cost of living / drugs.

Controlled growth / keep environment safe. Cost of living.

Controlling visitor growth. Infrastructure / less zero lot line housing.

Preserving the environment without excluding growth.

Keeping Maui, Maui, and not something else.

Protecting and preserving the environment (so we don't turn into Waikīkī / O'ahu).

Environmental preservation / over-development / infrastructure. Lack of effective transportation / activities for our youth (i.e. bowling).

Uncontrolled growth and development. Social issues: drugs and education.

Economy / real property. Traffic.

Increasing traffic / water quality and quantity. Affordable housing for rent and purchase.

Tourists.

Native land bought / sold to non-natives. Native plants and animals being destroyed.

Tourism.

Water / food. Nature destruction.

Economic development. Culture / influence on youth.

Economic development / housing developments. Cultural influence on youth.

Housing for local people. Tourism.

Making it easier for small businesses / reducing government payroll. Reduce cost of living for residents / more affordable for tourists.

How to handle increasing population.

Growth.

Social harmony.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Infrastructure. Economy.

Infrastructure. Economic growth.

Infrastructure. Social services.

To keep Maui local.

Limit the expansion of government (i.e. less rules and regulations). Boost role of private businesses.

Affordable housing / development of water resources. Youth drug use / user friendly government agencies.

Growth and development. Environmental preservation.

Traffic / transportation. Housing.

Tourism.

Political climate / economy. Separation from other states.

Drugs.

Drugs. Economy.

Housing.

Substance abuse / education. Basic needs / transportation.

Growth.

Stagnation, resignation ("nothing will change") apathy.

Drugs (i.e. batu).

Drugs (i.e. crystal meth).

Allowing community control without negative corruption / control.

Transportation. Community involvement in planning.

Drugs and stopping them.

Population. Construction expansion / preservation of the land.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

The people.

Traffic. Build strong communities.

Substance / drug abuse.

Growing population. Over-taxed natural resources.

Building a better community / educating our youth. Economic viability / stabilizing the building industry.

Opposition on future jobs.

Affordable housing.

Getting people who can make a difference for island / education. Building better communities / affordable housing / transportation.

Apathy of people. Inability of government to really listen.

Over-population / infrastructure / transportation. Outdated and lack of planning.

Water. Drugs / lack of community action.

Differences in standard of living between haves and have nots.

Water supply.

Food. Water supply.

Tourists.

Water supply.

Water / food supply. Tourism.

Tourism.

Too much traffic.

Limited water resources. Lack of affordable housing.

Industrial / military / biotech complex.

Traffic.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Drugs. Crime.

Drugs / substance abuse. Crime.

Drugs. Education / housing.

Mass transit / substance abuse. Open spaces for recreation / preserve environment for invasive species.

Highways expanding / hotel and timeshare growth. Big businesses (i.e. Wal-Mart) taking over mom / pop stores.

Ways to preserve / increase local financial independence in time face of an onslaught from large corporations.

Managing growth. Alternative means of transportation.

Over-development / traffic. Crime.

Honest government, fair to all.

Influx of people.

Poor infrastructure (i.e. roads, water). Housing shortage.

Jobs. Economy.

Housing / traffic. Drug abuse / theft.

Drug use / destruction of basic family unit. Apathy of citizens.

Developing water supplies.

Balance growth. Infrastructure.

Prejudice. Drugs.

Economy.

Unity between communities.

The community should know the priorities and future in-store.

Being white (just kidding). DRUGS!

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Cultural differences.

People caring about this County and its people. Doing something to pitch in and help.

Substance abuse. Drinking and driving.

Drugs. Education.

Drugs. Education.

Being a tri-isle County without adequate ferry service (for goods and people).

Jobs / high cost of living. Transportation.

Lack of jobs.

Too much growth.

Maintaining what makes Hawai'i special (i.e. culture, people).

Uncontrolled / over-development. Unwanted over-population / uncontrolled tourism (i.e. big ships).

Water issues.

Issues directly affecting Moloka'i should be addressed by the people of Moloka'i not the County.

Over-population. Loss of our host culture.

Tri-island county.

Having 4 separate islands in the county with Maui having by far the largest political and decision making influence.

Dependence on tourism.

Over-crowding resulting in cultural conflicts. Loss of cultural practices / cultural lifestyle by ethnic groups.

Lack of jobs. Becoming "Honoluluized".

Over-population.

Jobs. Education / culture.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Jobs. Education.

Substance abuse. Teen pregnancy.

Not enough water resources. No drug control.

Water. Plants.

Tourist.

Water.

Water.

Progress.

Water.

Tourists.

Drugs.

Sharing thoughts / ideas.

Drugs.

Drugs / substance abuse.

Tourists.

Affordable housing / lack of jobs. Drugs.

Drugs growing up.

Affordable housing / water source. Free education / use of our Hawaiian values.

Economy.

Education / youth.

Education / Lānaʻi Company. Community.

Development of buildings / homes. Transportation (i.e. ferry) / drugs.

Economy / creating jobs. Preserving the uniqueness of the islands.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Education.

Drug use. Lack of participation.

Jobs.

Drugs. Taxes.

Drugs.

Over-population.

Taxes. 2002 budget cut of sports from public schools.

Drugs (enough).

Tourism / preserving the land / pollution. Strengthen schools.

Drug abuse and link to high unemployment.

Slow economy.

Taxes. Business.

Drugs.

People and all of the decisions that have to be made.

Business is falling. Education.

Drug use.

Drugs / jobs. Education.

Economy.

Public interest (i.e. awareness, participation).

Education. Economy.

Drugs. High rent / affordable housing.

Getting our concerns and voices heard. Having our needs met and funding.

Drug use. Family abuse.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

mālama 'āina.

Drugs.

Drugs / alcohol. Teen pregnancy.

Funding for education / substance abuse. Lack of jobs / not enough environmental awareness.

Education. Employment.

Drug problem.

Drugs / teen pregnancy. Jobs / education.

Education.

Teen pregnancies. Drugs.

Drugs.

Growth.

Funding / education. Jobs.

Funding / education. Jobs.

Jobs. Education.

Jobs.

Gas / food prices. Jobs / drugs.

Job opportunities. Educational struggles.

Budget concerns. Too much nonsense.

Drug problem. High cost of living.

Drugs. High cost living.

Drugs.

Substance abuse; health. Jobs; recreation.

Perceived Challenges Facing Maui Nui (cont.)
(from Survey Form)

Education. Recreation.

How to do more with less, a reduced economy.

Resources. Illegal drugs.

Providing services to meet the needs of Maui-Moloka'i-Lāna'i.

Better communication and transportation between Maui County.

Break down of family affected by drugs alcohol and over working to make ends meet.

Unplanned growth; lack of services. Higher taxes; high cost of living.

Drugs.

Not many things or places to do and go. Not many community involvement.

The future of our children.

The people and different ethnicities.

Drugs, financial support of social services. Education; youth motivation.

Money, budget.

Maintaining our cultural and environmental integrity while developing a strong economical base.

Comments on Focus Maui Nui (from Survey Form)

This meeting was very interesting and enjoyable.

Cards were just right.

Loved the cards!

Thank you.

I believe the education portion of these meetings—getting public to understand the challenges—is very helpful.

Thank you for taking on this effort.

Great process—seems like it will require 3-4 hours for people to feel truly heard; must become a part of the culture, i.e. must be done annually and be in the schools.

Well done.

Will get you the thoughts from teens!

We all can and will make a real difference if we stand together and begin looking one direction and focusing on one issue at a time!

Stop the agricultural zoning of residential 2-acre lots.

Thanks for trying to help us be a part of Maui's planning.

There are people with ideas and solutions to some of the problems but we only spent 10 minutes on solutions and suggestions for goals. Too much time spent on vision not enough on solutions.

Past my bedtime.

Do Linda Lingle clean house.

Process is too staged to get real feelings.

I wish it could have been longer.

Tourists destroy too much of our natural resources. Our culture is dying!

Comments on Focus Maui Nui (cont.)

(from Survey Form)

I am shocked by how few people are recycling and are aware of environmental issues in the community. I hope burning sugar cane ends soon.

Would love to help.

Loved it! Hope I can become more involved.

Let's set up an Open Land Trust that business, government, and community groups can put money into.

Too much government regulations / no respect of property rights by all!

Enjoyed today's forum – thank you very much.

Mahalo!

Thank you for a great session!

You designed a very easy way for people to assemble and talk about issues.

Focus Maui Nui is a great idea. It gives people more opportunities to have some input as to what concerns are important to them; thank you for the opportunity to give my two cents.

The need to run an efficient meeting necessarily establishes parameters within which the generation of a vision is limited. Still, the outcome is valuable.

Good luck.

Genetic engineering will eliminate organic farming.

Why is the group funneled into making decisions?

I was happy to participate in tonight's session. It was very interesting and informative.

Great grassroots initiative.

I am interested in the demographics and other opinions and values of other "working groups".

Mahalo! I hope we get a true cross section of our population.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Thanks for doing this.

Great program.

Story: A man, with his family, have built their house from scratch and lived in their home for 50 years. Generations have passed within the home spending many hours of heartfelt memories on the property. The knowledge of everything on the land can be fixed, know what works and alter the obstacles they face daily. This man invited another family who had nothing to their name, stay at their home because of the unconditional love the express to share. As years pass, the invited family were telling the owner of the house what to do, like what to eat, where they should go, etc. Next thing you know their house and property was taken from them. This is what the Hawaiians are faced with! The Hawaiians are who made Hawai'i, Hawai'i. Laws and family structure that have once been used are now being faced with these problems. Hawaiian have been kicked out of our homes that were left open. The Hawaiians know how to regain control over what matters most to the Islands because "we were here from the start!"

Control coqui frog issue on Maui; do not move county building — it will kill Wailuku town; keep water supply ahead to sustain smart growth; keep the silent majority in mind when voting on issues.

Reach out more.

This was a great process and an enjoyable experience.

Awesome meeting. Maui needs this!

Keep up great work!

Help all residents understand connection of issues. Have mediation for solving problems.

There has to be better "advertising" of these sessions.

The island has changed toward newcomers with money – we need to get a grip!

MEDB summit in Wailea has assembled the data – need action.

Facilitators for this group were most excellent. This effort of Focus Maui Nui is important work – thank you so much for providing this venue to dialog.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

We need to think outside the box and come up with unique solutions.

Focus Maui Nui is great.

Don't stop helping Maui.

Keep up the good work. We are all in this together!

It will be interesting to see if this has an impact.

The discussion was enjoyable, but I think the structure limited rather than encouraged creative thinking.

Need to get serious about recycling / energy; need to stop investors buying affordable housing; need to grow more local food / imported items.

Thanks for getting involved.

Focus on economic diversity to balance out dependence on tourism.

Increase focus on technology sector.

We need an immediate moratorium on development!!!! Hire locally—and use local resources!

Why are Maui gas prices so much more? Need a hospital on the West Side (Lahaina). Make sure public beach access is kept. Need a 4-year college program. Need a recycling user-friendly system.

Well planned session – these types of sessions should be held more often.

You should hold these forums every two years. Glad to hear that the government will be forced to listen to our results!

Please act and not let the effort phase to nothing more than a report.

Enjoyed session.

Mahalo nui loa!

Attending meeting to support our friend.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Interesting meeting to hear other ideas from your neighbor.

Have the county council do the session!

The land: once it's gone, it's gone forever.

Keep going.

Thanks for caring!

We need to limit government and protect private property rights.

Need to educate people on economic principles.

The community needs to be educated and involved in the growth and for the future of the island.

A lot of the "quiet" people are the local people. How do you get them more involved? The squeaky wheel gets oil.

Glad this has gone out to broad cross section of the community.

Encourage the member organizations of the Chamber to participate,

Focus Maui Nui needs to figure out how to help the community work together better. Project we are one community.

I would like to see a marina developed in South Maui.

We need to appreciate and respect those whose goals may be different than our own and work to ensure we all have the highest quality lives possible.

Not bringing in people in government that do not have *aloha* for our islands.

Thank you! For showing me how to get my voice heard to get involved.

Challenge continued – conservation of water.

I felt confused on many assignments.

This only matters if we are listened to and our government leaders actually try to make a difference.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Hope it works with this feedback process.

Mahalo!

Stand strong for Maui.

A Maui with 500,000 people isn't Maui.

Challenges continued – water, parks, schools.

I sincerely believe the value of this process is getting the "solution juices" flowing, but... the idea that we can distill such complexity in 1-2 hours is almost absurd, and that this distillation process might be taken into account for policy decisions concerns me a bit. Please keep it up!!!

Let me know how I can help.

Keep going and good luck. MEDB is important.

Challenge 3 – infrastructure.

Thanx. It was fun participating.

May Maui serve as a model of sustainable development and lifestyles, especially for "first world." Sustainable lifestyles can be far more exciting and rich and fulfilling than the unsustainable lifestyles most of us are living now.

Plant a shelterbelt / greenbelt / botanical belt along all Maui's roads as you see natural beauty as you drive.

Over-development causes overuse of existing water. Water is key!!!

Thank you for this opportunity—grateful.

Thank you for making an effort to encourage people input. I hope this is a beginning process to encourage deeper interest and action to promote island harmony and sustainable environmental lifestyle.

Appreciation that is being made possible people's voices being heard.

Mahalo. Sandy, you were awesome.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Preserving Hawai'i's natural environment and culture is essential.

Get the landowners and government to cooperate with the general wishes of the people.

I wish and wish that the environment and its beauty will be saved and not paved over like O'ahu.

It is very difficult to change the way things have been done for so many years. If we are to succeed in the future we cannot persist with a "plantation mentality."

This is a good start in the right direction.

Pau.

Challenges continued — population growth, renewable energy.

Televised community meetings.

Sandy did a great job with running this meeting—very pleasant.

Challenge continued – education.

Thank you for putting together this program.

Great! Good process.

Excellent process. Sure to be helpful.

We need visionary leaders who see Maui as a microcosm for planet earth and seek ways to improve it.

Thank you for your concern.

Unless we elect leaders who will address the real problems, and not those that interest only the people that elected them, we will make no significant change for the better. Fortunately, I am old enough so that I want to be around to see the end product of the current process.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

I don't think Dick's comments were helpful.. His summation or "reading" of our discussion does not reflect what we said. He led the closing of our session down a negative path.

Willing to help / volunteer.

Good flexible facilitation.

Great process but...

A visionary political process which views Maui as a microcosm of the planet will enable successful achievement of economic, social, environmental goals.

Time is of the essence.

Challenge 3 – need better teachers in high school.

Power sources: new types; using saltwater to make drinking water or power supply.

Save the land, Eddie would.

Long live the Hawaiians!!

Thank you.

Without knowing more about Focus Maui Nui, I cannot determine if it will make a difference in the future.

Agriculture is the answer.

Take care of our local people.

Landowners and developers are holding big keys, government need to force them to stick to a theme aesthetic theme (i.e. plantation theme).

Great concept—hope the data and thoughts will be forwarded to the government.

Presentation was well delivered. Group structure made participation easy.

Surprises that the 'high tech' mentality has fallen in popularity, this session and discussion felt more "controlled" than others I've participated in before (i.e. Economic Literacy Forum).

Comments on Focus Maui Nui (cont.)

(from Survey Form)

The need to promote ethics is also important.

Public transportation needed, with publicity and encouragement to people to use it.

Great job!

Good process, I really hope these data are attended to.

I am fairly cynical about the real chances of change. The level of disconnect between what people seem to value and what comes out of the political process is astounding. But I will continue to be hopeful!

Blessing to all involved.

I certainly hope the appropriate persons and groups pay attention to the results of these sessions due to the hard work of the facilitators. My past experience with government does not encourage it.

Very good coordinators.

We need to educate our voters about social and political needs.

We need a government that will put special interests and old boy networks aside and work for the good of the people of this state before it is too late. We are already facing critical situations in economy, education, water use, and long range planning!

This is my first time. It was very interesting. Thank you.

Character education from parents, teachers to children; better recycling program.

I think what you are doing today is awesome.

Need more time and people involved in community and county issues and concerns.

Please help our kid for all our futures.

Early childhood is a vital component of our islands future. Invest now to avoid problems in the future.

Please take long term and not short term politically expedient answers.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

It was great having a one-on-one with Focus Maui Nui. Very interesting today. I feel more involved already.

Thank you for the opportunity and your fun presentation.

I hope there is a follow up of some type. I hope that results become public.

I believe that people on Maui will need to know about specific results that occurs from the input of these sessions.

Thank You, Jeanne, for sharing our insights. I've always been interested in participating in the community to make Maui a better place for all.

Facilitator did an excellent job!

Become the leader in promoting alternative energy sources (give tax breaks). Consider forming a land bank where every sale or purchase of a house, building or land pays a 2% tax to Landbank. Landbank helps Maui rural by buying in up and preserving land / builds affordable housing.

Keep in touch with all the community, continually.

Mahalo!

Wonderful meeting — wonderful discussion; good leaders.

Thank you.

AWESOME.

Please consider the Kettering Foundation format and structure—some helpful ideas can be gleaned from how they do public forums.

Helpful and knowledgeable.

I like your idea of "report cards" annually. It will keep these ideas visible and in everyone's consciousness.

Enjoyable session. Good group discussion. No one really dominated the session.

I'm very interested in the results. The demographic info is very important.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

We need more community awareness / involvement.

Thank you Sharon and Geneva – facilitation job done well!

We should continue this process ongoing so people can come out to voice their opinions and encourage participation.

Keep it up—we need a unified vision that decision makers will have to attend to.

Thank You!

I personally, feel undereducated about the true cost of government / public services...perhaps the media could work more creatively with government in telling the public how limited the general funds are.

Please examine all investment for its intent and consequences, do not open the flood gates internal or external.

This was not a "coffee hour" type of group made up of friends and family as it was promoted to be in the media. A gathering of work acquaintances and others people was not comfortable enough. I love Maui because it is my home and I believe in the basic beauty and fairness of everyone who lives here. It is Maui's people that make Maui what it is today. I don't feel that the categorizing, organizing and prioritizing is that useful. I feel that it can be furthering divisive thinking. We should all try to live together in respect and tolerance.

Thank the Lord Jesus Christ.

Need more time in small group to exchange / address personal concerns and issues.

Need to address increasing split between new / rich residents and poor, long-term residents.

Great idea!

Very informative. Need better tools for displaying boards / visual.

Would like to see this process make a difference.

Thank you and *mahalo*.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Thanks for the opportunity to speak out.

Needs to be more discussion planning about what people want Maui to be in the future 20, 30, 40 years from now.

Development and increase in population is inevitable. We need smart community planners that decrease reliance on cars and hold corporations responsible for their impact on our island environment (build around town centers so people can walk to stores and decrease waste being dumped into ocean, air and soil).

This is a great initiative (FMN).

We need to do something about Pā'ia traffic. The merchants at Pā'ia town should not make Ha'ikū people's life miserable by not willing to get rid of street parking or approve a by-pass road. Please help.

Continue to reinforce the message; good handouts.

Meeting not good on Monday morning. Took too long.

I am thankful for opportunity to attend this meeting. It's a great idea and hopefully worthwhile. *Mahalo* to MEDB for coordinating this.

Thanks for inviting me.

Maui is unique, special, we are also part of the state of Hawai'i. We deserve our share of government funds for school, jobs, infrastructures.

Some of the techniques for this session was very contrived. Specifically the "is essential" fill in the blanks led us down a path that was not high on my list of priorities.

Mahalo for making this effort—it should assist our representatives and community.

Education to teens pre-pregnancy prevention so our teens don't have children at these impossibly early ages (13-17) and don't finish high school and stay on welfare.

"Time waits for no one" and with that I am glad we are taking this time before it is too late.

Mahalo for doing this for our island home!

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Keep training more facilitators so groups are kept small and diversified.

I have great hope that this process will assist our leadership and community in setting priorities and planning and taking responsible action, with integrity and commitment to the greater good.

Thank you for reaching out to those of us who almost never have the chance to provide input in Maui's future.

How can this discussion move along while making sure all participants have an opportunity to express their views? My experience is that people who are more used to focus groups respond quickly whereas those not as familiar with the process may require more time to formulate their opinions. Culturally, some people are reluctant to make yes / no decisions for others.

Good and valuable exercise.

Mahalo for this opportunity.

I hope this process continues and is not lost as earlier efforts have been and that leaders / policy makers will listen.

Well facilitated session! Brochure and card well representative of Maui.

If we could focus more attention / funding programs that enrich the lives of families with children 0-8 yrs we could begin to lessen the dysfunction in so many of their lives. We would have a different society in the next generation if we invest in families now!

Refuse management is nearing a crisis level yet it doesn't seem to be a public priority incentives and disincentives should be offered before it becomes a problem. Plastics, tires, glass, hazardous wastes, etc.

This is incredible, the best we can do is start. We will be able to dream on and it will become reality soon.

Thanx.

Communicate your vision.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Thank you for the refreshments! Great session - facilitators' training - quick and practical. I've sat through 3-day sessions on facilitative leadership that weren't as practical (quick) as this.

Good *mana'o*.

Can we check on the progress while Focus Maui Nui is in progress?

Community groups need to be identified in some way – i.e. construction worker agriculture folks, non-profit, a particular company's employees.

See you on Moloka'i.

More people involved in forums, more political involvement, more support of small business, give more support for people having better paying job and living off the land.

I'll wait a few years to evaluate the results of this process – good try!!

Emphasize life-long quality education to create an empowered community.

Aloha spirit comes from local culture. Maui is a highly desirably place to live and attracts those who can compete and win when it comes to jobs, homes, etc, thus displacing local culture. Corruption in government, which unfairly favors local people, is the only long term solution I can see to preserve local cultural heritage. In other words, making our environment selectively hostile toward those who would move here. But this view is in opposition to the American value of Constitutional Equality and fairness under law. It has, however, worked surprisingly well on Moloka'i.

Mahalo nui! Excellent process.

Make education stronger and development weaker.

Great!

Educate!

I hope our protests are going to be effective and I would like to see a better island within 10 years.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Keep Moloka'i, Moloka'i. Keep Maui, Maui.

"Maui Nui" - the term simply sounds as if all benefits are only for the island of Maui excluding Moloka'i and Lāna'i. It was a fun lesson.

Moloka'i always gets left besides the wayside when considering "Maui County". Maui always comes first and Moloka'i gets the leftovers.

This is the best workshop - I have been to in a long time. A planning session would follow fantastically.

Presentation was alright.

Don't make Moloka'i like Maui.

Keep Moloka'i, Moloka'i.

Very educational, learned a lot. *Mahalo.*

I enjoyed the presentation.

I love Moloka'i how it is.

Moloka'i needs more funding for our own programs so we can decide outcomes for our own people.

Well planned session, *mahalo.*

Keep up the sessions good work.

Be positive.

Please reduce the population, traffic, drugs.

Mahalo nui loa.

Thanks Sandy!

Sandy was great.

No genetic engineering on Maui fields!

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Thanks.

Think of the future.

Keep this process going. It is essential to involve citizens. The methodology is an excellent way to arrive at a hard conclusion.

I want to go back and stress the importance of Hawai'i founded by Hawaiians. The culture has got to be advanced, preserved and celebrated (the tourist industry really has done a good job) for all times. The music, chanting the *hula* distinguishes these islands from the rest of the world.

I believe our island is not working hard enough to preserve our open spaces. I am seeing too many housing developments and highways springing up destroying what I love about Maui—the *'āina*. We need to fight to preserve our island before it is all gone.

This fulfilled a lot of my feelings about wanting to be involved in the preservation of Maui the way it is. Thank you so much!!!

Great program. Sharon did a good job facilitating our group.

Environment, environment, environment.

Affordable housing, use natural products.

I call all the people involved in the Maui Nui.

Follow up our laws and follow through. Don't whittle it for more with laws made residents laws – like raising fighting cocks, gambling is a crime and against the law.

Elected officials listen to what the people have spoken of what they want and their needs even when they don't speak out loudly.

This process is a great start.

Promote education for youth and dialogue and shared information for adults.

Feels empowering and helps attitude toward democratic process.

Problems are opportunities in disguise.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Great idea, great implementation! Great Work!

The planning department needs to lighten up on non-conformity structures.

Take care of the cultural and arts. Don't let go like on other places of the world.

Glad my input was actually counted and part into a survey. Realized there is a lot more issues that impact my life.

More of above.

Keep up the good work.

Well organized session.

I hope that this statement will make a difference in our economy.

I think if we continue this program then we will be heard and something will happen.

Good luck.

I would like to see some focus on the specific situation of native Hawaiians: i.e. political, educational, cultural and etc.

The education system needs to be improved.

Good focus group to get us thinking of long-range goals and future.

Very interesting process. Good and excellent facilitator.

We must get politicians engaged and to hear our vision.

I hope this group can actually bring about substantive change.

There needs to be ongoing more frequent methods like this to get community input on the future of Maui, not just every 20 years.

Thank you for asking for our input.

Please have responsible growth while retaining culture and environment.

I enjoyed this class.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Great Job! Keep it up! *Mahalo!*

Politicians need to work with our everyday working people!

Enjoyed the session.

Keep up the good work.

Focus is essential!

Thank you for your services. Enjoyed today session.

This is the first time I heard about your Maui Nui. It seems ok with me.

Lingle's effort to increase tourism is being undermined by locals sporting a chip on their shoulders—more education need for this tourist bashing. A bashed visitor will not return.

Need to assure adequate airlines and availability so residents can depend on reasonable fares and frequent flights.

Conserve energy by using recyclable items – not filling up the landfill. Law abiding citizens who are role models – promoting better government, making people accountable.

Maui needs more affordable housing.

Educate voters on importance of voting public keep informed on important issues stag involved in community activities.

Talk less—do more many of our theme pages and participation should need \$ so need action.

Keep open space—need parks; more things for kids to do.

Need to involve more people.

Prayer and hope.

Hospital or respite facilities in Kihei that is affordable.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

It would be helpful if facilitator could inform us of how the information gathered during this session is going to be used later. So many of us agree on our priorities, so I'm not certain how useful it is to spend so much time collecting our thoughts, perhaps more time could be spent focusing on brainstorming actions, solutions, messages, it could also be illuminating to know what other groups are prioritizing specifically. An exchange of viewpoints from other parts of Maui...thank you!!

Educate all citizens so they can make wise choices.

Major group missing: locals. The silent majority. The under-educated and lower income, the elderly—over 60.

Confidence to do highly visual publication / education encourage participation.

Control growth; regenerate native ecosystems.

Let's bridge the gap for all residents, Hawaiian, white, etc.

Thanks for coming to our community.

Presentation handouts could be printed on recycled paper or non-wood fiber paper.

How is this work today going to make a difference?

We need accountability to the Constitution requirement that the *'āina* be heard above all else!

Please stress our strong desire to see a Maui Nui committed to environmental and economic sustainability!

1. Regulate business that cause a disproportionate amount of politician themselves or their customers; 2. Adopt the precautionary principle so that no one will release a potentially harmful substance or organism without proof that it is safe rather than the people having to prove it unsafe—*aloha* and *namaste*.

It's time to rethink the foundation of Western culture that has led us to think we have the right to eat and use everything at the expense of life itself. It's time to create a new global system that values life itself over power and wealth.

Mahalo.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Thanks.

Get focused on a single project that showcases your vision of the future. Stop the PR work and provide some leadership. Do something important!

Coffee and macadamia nuts are doing well but we need to grow other products to close the gap since the demise of pineapple and the near demise of sugar.

Find the best way to reach our families with the info here.

Thank you for including us in the discussion.

Thanks for listening / attending to our voices.

Thank you for the seminar.

Very informative.

Politicians and residents need to be educated on the unique political status of Hawai'i to reduce conflicting points of view on Hawai'i independence. Free Hawai'i!!!

Aloha ke akua—give thanks to *akua*. Continue on, prosper, blessings.

Thanks to all that make public input like this possible and consider the voice of the people over vested interests.

Very well moderated. Wonderfully thought provoking. The brainstorming technique is superbly productive.

Past poor management has created continuous abuse of our natural resources. Without our natural resources – we can kiss tourism good-bye and be stuck with all these cement buildings littering our shorelines.

There should be a law that requires hotels to produce growing of food and giving back to the community in promoting sustainable food.

Mahalo.

Maui could be a model for the world in sustainability and preservation and restoration. *Mahalo* for your work!

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Watch our built environment.

Focus Maui Nui is a very potentially encouraging project. It opens minds and could be very promising to our future.

Very well organized meeting.

Thanks for facilitating this for our group. *Mahalo*, Nicely done.

Thanks—it was a fun evening.

Thank you! Please keep the Maui County Fire department involved. Especially Chief Kaupalolo.

Interesting and educational.

With all its problems Maui is still *nō ka 'oi!*

I love Maui—*nō ka 'oi.*

We need development of reasonably priced group housing, similar to old-fashioned boarding house to very common in formal times. Or like youth hostels today, but for all ages.

This was very beneficial and hopefully Focus Maui Nui and the people of Maui can follow through with the communities need so that they are completed.

Your facilitators need more enthusiasm. Some of the instructions were unclear. The purpose to reduce our thoughts and actions to one sentence was not conveyed at the beginning. Good use of handouts and flip charts. A little hard to read through. Note: Join a toastmasters club. Ask Linda Lingle what it did for her!

Shan Steinmark was an excellent facilitator. He keep us motivated and intrigued. *Mahalo!*

Our government structure no longer fits our social economic or demographic realities. We need to gain control of our community solutions.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

I would like to keep our present Mayor with us forever. He has more hands on! ARC of Maui is a non-profit organization that needs help for special needs children—please support special Olympics.

Not prepared.

Great survey.

Excellent—*Mahalo*.

I really hope Maui Nui can help, and I really hope I can help by voicing my thoughts.

Education.

We need to change this island for good use of the resources we have and not regulating them but nurturing these ideas to help Maui grow forever in a positive way.

Please make use of these results from your meetings.

Great meeting.

A major task is to not create here what people are trying to escape to begin with. Be the escape. Let this place be a place to heal, restore energy and balance – promote its image in health / wellness—be innovative.

I enjoyed the meeting. I wish more people attend maybe have more announcement and awareness of future meetings.

Thank you.

Sensitivity to businesses—like sugar ranching and pineapple as well as small businesses.

Government can be run like private industry—be more service-oriented. Yes, Focus Maui Nui.

Interesting meeting.

Session could be longer because in order to make a good decision some time is required. I felt rushed in some of the activities.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Sean was an excellent facilitator.

Great workshop!

Please email me to let me know how I can be more involved.

Need to focus on environmental health.

Well done Sandy! Good luck.

Mahalo nui e Maui Nui A Kama.

THANK YOU!!

One specific issue that didn't come up is property taxes for locals that skyrocket when neighboring properties are sold at high prices—has a big impact on local families here in Hāna, should be some way to distinguish between speculators and long-term residents who have been here for generation and have no intention of selling, but are sometimes forced to sell because of property tax burden due to forces totally out of their control.

It was an enjoyable meeting.

Maui Nui can only be successful if you reach the people.

Keep this going.

Even though session was LONG, it was interesting! Good facilitation. Interesting group of very different people.

Good job by group leader—thanks.

Mahalo for creating the forum to keep us aware and responsible for our beautiful island.

All of the tools are around us, we need to use them to plan for the future.

Will monitor the real intent of this process.

I wish people be more involved with the growth of Maui.

We need to slow growth on Maui.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Need action-based agenda to see results. Results encourage more community involvement which in turn fosters more results.

It's good business to do the right thing.

We need true judicial branch of government.

Main Street does this kind of process year round—it's hard work and we applaud you for your efforts.

Give back to island residents born their fishing rights, land rights, family pride.

What of the Hawaiian sovereignty issues?

Be aware and educate yourself on the sovereignty activities which are getting stronger daily.

Process not painful.

Needs to be emphasis on solving the dilemma of Hawaiian rights and sovereignty.

This was a good experience for all of us and now we know that we shouldn't be afraid to speak.

It was great to think about these things and understand what some people do.

I really liked this because I never really come to these kind of things, like bringing up problems about our *'āina* (economy) and so it was good for us because we learned that much more about it and it was still fun.

Where is the love?

Where is the love?

Where is the love?

Where is the love?

It was fun and helpful for the future.

I feel that everyone should have a say, otherwise our island will be what we don't want, buildings like O'ahu or mainland.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Great job guys! I think a follow up on these activities is of utmost importance. People want to see that they were not just heard. Action is necessary. I'd love to talk more about what you have designed for the kids—I'm designing a similar survey regarding the watershed please contact me.

Please Focus Maui Nui don't let this work fall in the political "black hole".

Was good.

We are at a crossroads, and can still prevent the destruction of our rural environment and Hawaiian culture, but it is disappearing fast. We must take decisive action or it will slip through our fingers.

I thought it was a great facilitated meeting. I felt heard, respected, and understood. I just pray that we the Hawaiian people will get heard! Keep the unity!

Message to government officials: *mālama i nā po'e, mālama i ka wai, mālama i nā mea Hawai'i āpau.*

Make our comments known to those who needs to know and be able to help us change things for the good.

Thank you for this opportunity so I can provide information on the Hāna side of Maui, Ke'anae to Kaupo.

I hope you will be able to accomplish something worthwhile instead of creating general impressions that go nowhere.

Thanks for your support.

Mahalo.

Pre-determined categories may stifle creativity.

Let's get it done!

Mahalo Nui!

Keep up the great work!

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Good presentation—makes people in the workforce more aware. Thank you! Good job!

Good use of limited time.

Accountability, accountability, accountability.

Employers should allow employees or have it mandatory to attend similar session with pay.

Mahalo!

I'm glad I attended this session and will be happy to come again.

Don't forget that Lāna'i is part of Maui Nui!

Need better medical facility.

Enjoyed the session. Thank you!

Please keep Castle and Cooke Lāna'i updated as I'm sure they will provide info to employees.

We should utilize senior citizens (voluntary service) services to community—finding a way to get around union objections.

Be daring—do the right thing! After existing organizational meetings to keep us posted of results and ongoing changes (i.e. realtor caravan).

Mahalo for organizing this so well.

Keep up efforts like this.

MAHALO.

Great way to bring community together. I would like to host a meeting in Olinda.

Thank you so much!

This is wonderful—really made me think its time to get involved!

Comments on Focus Maui Nui (cont.)

(from Survey Form)

This and other like-minded groups should join forces to get the community and individual, and community groups united in achieving common goals. Individually we should each be responsible for our actions and follow the principles of *ho'oponopono*.

I hope this input will be looked at, reviewed seriously! And used in big plan for Maui County.

I think speculators that come to Maui to speculate for lands should pay higher land tax.

Education should be high on the priority list.

Very enjoyable.

Excellent presentation and made me think critically of our islands' future needs.

Regarding land use—would like to see walkable, mixed use neighborhoods with open spaces.

It's nice to be part of this kind of vision.

Mahalo!

Thanks to those who prepared this!

Elected officials need to schedule regular public talk-stories to maintain contact and oversight of Maui's needs.

I've been depressed by the way the Planning Commission has been friendly towards land use predators.

Prevent alien species from coming into the islands.

I thought all the focus points in the brochure were valuable and important and was disappointed that we were challenged into choosing by reducing and prioritizing instead of trying to accomplish all the important issues that go hand in hand.

This has been an enlightening experience, Thank you.

Thank you!

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Great seminar. Very educational and thought provoking. I would like to be involved in the future of Maui Nui. *Aloha!*

We are an eco-tourism mecca—let's promote that. Become more self-sufficient in our food production by creating outlets in Safeway for the sale of local grown foods, rather than eating two week old produce. It's not easy for the average, working person to buy from the grower's markets.

Leading questions and consensus by those doing the Focus Maui program.

Creating opportunities to get access in ethnic communities to hear their concerns is very important and difficult.

With a caring community, we need to take back the responsibility of creating a fulfilling life for ourselves.

Keep this concept alive. Don't package it, massage it to say what you wanted and then shelve it, use the position to stay connected to the community.

In other areas of the country (i.e. San Francisco), the wages are much higher for the general public. The median income of Maui (full-time residents) is low compared to the high cost of living.

Make local government accountable and run it like a private business.

If everyone who could hear about the issue we made, it can be worked out.

This Maui Nui meeting is great so working people voice our concerns and learned about our county.

West Maui or Hawai'i in general needs fewer high dollar developments. Rather, we need affordable housing and better design in regard to infrastructure.

Great—enjoyed this—as 3rd generation it is about time my voice be heard. I hope to continue to be part of the future growth of Maui.

I am glad that I attended this workshop; it opened my eyes on how my thoughts and frustrations can "maybe" be heard—I am excited to attend the next community meeting to educate myself and family more.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Excellent first meeting and introduction of organization and goals. Effectiveness will be in the continuation of this program and implementation by the County Council to improve lifestyle and preservation of Maui. Growth has to happen, it's how we let it happen that will make the difference.

Thanks.

Time limit for individuals so they don't dominant the discussion. Why do people butt in? How rude!

Thanks. If nothing else it was a sounding board for individual.

Your process is very well thought out and implemented!

Mahalo.

I have specific ideas that could solve many of the issues discussed I would like to share!

I just want this to result in action, not just words and ideas.

We must be very concerned that Maui is losing its allure with the uncontrolled development and lack of concern for the environment.

All of this will only work if the pressure is maintained.

I think that Maui is turning into O'ahu.

We should make houses affordable for people who came from here. The tourists should pay more for houses. The people who can vote have to live here for five years in order to vote for government decisions.

I think this could improve this education on young adults.

More recreational sports in school like paint balling or body boarding.

Good job facilitating.

People should go out and do more volunteer work. The government cannot do everything for the community.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Too many regulations on small businesses to keep businesses open.

Less government is better government!

Hope this data gets processed, heard or acknowledged and not just tallied and buried.

Great presentation.

Thinking of leaving Maui in next 10 years, too much growth, not the same place I grew up in.

Thank you for hearing one voice that cares and is willing to take action.

Need more people take time to share teaching the culture and show the history and visions of Maui Nui. There's more.

New water source needed.

We need to participate in a local church.

Individual responsibilities for community participation should have a standard off structure for better living.

Good job, don't quit.

I thought that this is a good thing that they are finally doing something to help improve.

Maui Nui rocks! Keep the program going.

I would like to have more Mexican restaurants (along with other ethnic ones too).

Good job.

I'd like to say thanks for coming here and telling all of us about the Maui Nui and it has been a pleasure meeting you two nice people. *Aloha!!!* Hope to see you soon!

Make a water park.

Need to act now = alternative energy sources, listen to Dan Grantham and Lucienne at water solutions, public transportation, self-sufficient.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

I really did enjoy this meeting and the empowerment I felt. I feel that I have a voice.

Good facilitation and facilitation process.

It would be great to see action taken or to see results for making a better Maui Nui.

Start a mass transit system with open trolley style buses that connect Lahaina, Kihei, and Kahului with a center at Ma'alaea later adding a monorail.

We need to slow drivers down on our highways. Start giving more tickets and hire more police to write them. Pay our police and teachers more!

Maui Nui has the resources—sun, wind, ocean currents—to be energy self-sufficient and should work hard to get to energy independence to show the developed and developing world it can be done and preserve our environment in the process.

Bicycle paths would provide better recreational opportunities and help solve traffic issues and support better health for residents. Also moving education to local control and creating autonomous towns would help encourage citizen participation in government.

Kula has had a water moratorium since 1977 at least, some have been denied water meters but many have gotten them. How did some developers accomplish this?

Improve efficiency in government. Look at the private sector to see "best practices".

Thank You!

Good job! Very well organized. I loved the use of the cards. Thanks.

Excited to see more people involved in this session.

Mahalo.

It seems like meetings like this happen often, but we don't see much in the way of results.

Thank you. Maui Nui needs to breakdown by community, islands, and districts.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

The shift to looking from Maui to Maui Nui is a great one. It is a recognition that none should be forgotten or left behind. Maui Nui has many places that have been forgotten, rural Maui, Lānaʻi, Molokaʻi, and even more specifically, but not limited to Hāna, Haʻikū, Kahʻoolawe, Kalaupapa. Times are changing, and if these places are forgotten by the best they will be inherited by the worst.

Thought we were coming to talk about our projects.

Hope to one day have an inter-island ferry and possibly bowling alley on Molokaʻi.

This made me feel comfortable about talking about how I feel and think about my community and island.

It was good and at first confusing, but then I kind of got it and it became fun.

I think this program is very helpful and I hope it changes Hāna for the better.

Very good, *mahalo nui loa*, great experience.

I had a really good time "can we do this again?", I hope so, *aloha!*

If could have all of the above we'd be able to teach our younger generations and elder (*kupuna*). More free education and assessments to learn to be able to teach not only at jobs too. More affordable housing because our families are growing.

I really enjoyed participating with Jeanne Skog. I would come to another meeting like this, if notified early enough.

Nice meeting, good facilitator—Jeanne Skog. Good luck—good effort.

Stop drugs.

Good presentation!

Keep up the good work!

The presentation was great, it makes the students think more about the county, its economy, education, and others.

We need to focus on the challenges that Maui Nui faces.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

Thank you.

Thank you for your time.

Thank you for the workshop.

Hope this works and some action will come out of it.

Hard to persuade county / state that we as an island want to be recognized on our own with out being lumped with Maui and Moloka'i, all islands included. Lāna'i is unique.

We should offer more help out there especially for homes that are in need for children who's parents use drugs.

Maui Nui was a really learning experience for me and I hope for others.

Contact me about Tech Careers.

Thank you for allowing us to voice our concern, please contact me for anything.

This is an awesome program!!

The discussion was very thoughts provoking as well as eye opening. Thank you.

Mahalo.

Job well done presenting your group.

Enjoyed it! You two were very good!

I liked it very much.

Our island needs a bigger grocery store (i.e. K-mart, Wal-Mart) and more food opportunities (i.e. McDonalds).

The Maui County government structure needs to consider Lāna'i part of the county at times other than election day.

Comments on Focus Maui Nui (cont.)

(from Survey Form)

I have attending meetings such as these before and there are no support for the next steps. The difference is supporting the efforts we are having the opportunity to address, come back!!

Next step how to achieve a closer step to ideas shared tonight.

You should have an assembly and do this in school so you get more input and info.

This is a good program to reach out and help.

Thanks for your help!

Would like a follow up on this meeting or a liaison to keep in contact with us...to see what we did make a difference.

It was good to have a part in discussion about our future. We hope to hear more from this and what Focus Maui Nui contributes.

Methodology Statement

Following the conference on “Maui’s Economic Future”, held in July 2002, Maui Economic Development Board (MEDB), contracted with Fern Tiger Associates (a California-based company that has developed a multidisciplinary and innovative approach appropriate for nonprofit and public sector organizations attempting to engage communities in dialogue and build understanding of public policy.) Fern Tiger Associates was retained to work with MEDB and the FMN advisory committee for Focus Maui Nui to design and develop a civic engagement process. That process would seek the participation of at least 1,000 residents and would be analyzed through quantitative and qualitative measures so as to reveal the issues of concern within the broad-based community. A primary goal was reaching residents who do not typically participate in public meetings. Thus the design of the process needed to be integrated with both outreach strategies and a process for evaluation.

Facilitators were trained to record information from each session and demographic information was obtained from participants. Additionally, in sessions that had co-facilitators notes were taken to further enhance the information. Ultimately, all data were put into an SPSS program for purposes of calculations, analysis, cross tabulations, and other analyses.

A substantial amount of qualitative information was culled from the open-ended questions in both the survey and also through some of the exercises. Gathering this kind of information was essential to ensuring that the breadth of thinking and the voices of residents be heard. It should be noted that all responses were recorded and appear in this document (in the appendix).

The raw data collected from each exercise at each session and the surveys from each participating individual were organized for analysis with the use of Excel and SPSS software programs. Most frequency analyses and cross-tabulations were done with SPSS. Excel was used to create the graphs.

Demographics

A written survey was distributed at the close of each Focus Maui Nui session (see appendix). Questions included information about age, ethnicity, attendance at public meetings, length of residency in Maui County, ect. The survey also probed to establish particular concerns residents had about Maui County and challenges the county faced. Demographic data was compared to information from the 2000 U.S. Census (population distribution, ethnicity, age dispersion, etc.).

Exercise 1 Rankings of Priorities

Each Focus Maui Nui participant selected up to five priorities from a list of 21 items listed on the visual “ballot.” Participants could also add “alternate priorities” as part of their choice of the top five. All “add-in” priorities were recorded and are noted in this report.

Aggregate Results: The ballots from each session were tallied and discussed with each Focus Maui Nui group and were then calculated to yield the aggregate distribution across the given 21 priorities plus the add-ins. The total votes for each priority were divided by the total number of participants (1,639). The sum of the ranked percentages is greater than 100%, because participants voted for up to five priorities.

The information was also disaggregated in order to provide more specific information about priorities on each of the three islands.

Add-In Priorities: Each participant had the option of adding any other priority he or she believed to be missing from the list provided on the ballot. The results of these add-in priorities were calculated separately. In many cases the issues expressed in these alternate priorities were similar to the 21 priorities; however, it was felt that the urgency the participant(s) sensed for the specific issue or phraseology he or she added-in should be revealed in the final report. The complete list of add-in priorities is noted in the Appendix.

Exercise 2 Development of Themes

In each session, small groups of participants created themes that pulled together or described various ranked priorities that they believed (as a group) related to one another. The small groups within each session merged to form slightly larger groups to continue this process. This discussion continued as a full group wherein all participants agreed on a combined set of themes. This aggregate list of themes was recorded. It should be noted that many of the sessions used terminology (for their group themes) similar to the 21 listed priorities. But others developed new themes. For purposes of analysis, the themes were grouped into seven distinct categories. Percentages were calculated based on the total number of sessions that submitted a combined set of themes (134 out of total 167 sessions conducted). When sessions used terms such as “sustainability,” but specified that this term encompassed economic and environmental priorities, the theme was calculated into the totals of both the economic and the environmental categories. Frequencies were calculated for each theme.

The seven thematic categories:

1. The Economy:
including expansion of business opportunities, creation of better jobs, economic sustainability through increased emphasis on local production (food, energy, etc.), stimulating the economy through the promotion of locally-owned small businesses, development of new and existing occupations in those industries relevant to Maui's needs, including alternative energy sources.
2. The Natural Environment:
including issues of environmental sustainability, *mālama 'āina*, preservation of natural resources, protection of natural assets, preservation of coastlines, protection of native species.
3. Human / Social Services:
including maintenance of basic needs, healthcare, family needs, housing needs, and services for children, youth, and seniors.
4. Education:
including Maui-based four-year college, civic, cultural, and environmental education.
5. Uniqueness of Culture and Community:
including quality of life issues, preservation of rural lifestyle, uniquely Hawaiian issues of family responsibility, strengthening of community, reverence for life, tradition, and culture.
6. The Infrastructure:
promotion of renewable energy sources, transportation, sustainable infrastructure, local control of resources.
7. Political Climate / Processes:
including community planning, sensitivity and integrity of development, smart growth.

The group discussed which, if any, themes posed potential conflicts with other themes and which themes "were in concert" with one another.

Exercise 3 Trade-Offs

This exercise led participants in their full group, to “fill in the blanks” in the sentence:

_____ is essential but not at the cost of _____.
(Theme / Priority) (Qualifier)

The group, led by the facilitators, placed different critical themes (emerging from the previous exercise) into the first blank (one at a time) and then discussed what “qualifier” needed to be placed in the second blank. The frequency of responses for themes as well as qualifiers was calculated based on the 158 sessions (of 167 total sessions) that submitted data from this exercise. The frequency of combinations of terms was also calculated.

For example, *strengthening the economy* was noted as a “theme / priority” in 135 sessions. Of these sessions, 102 (or 75.6% of those 135 sessions) qualified it with the term “*preserving the environment.*” Sometimes, groups said that the *theme / priority* was “so essential that the group decided to end the sentence after the word *essential.*” In other words, they determined that this issue was not a “trade off” issue. When this occurred, it was interpreted by the analysts to mean that the group found the issue essential “at all costs.”

There were 14 categories identified in the theme / priority section. A total of 475 statements were developed by the 158 sessions that submitted responses to this part of the process. Categories of “essential” included:

- Economy
- Environment
- Human / Social Services
- Education
- Infrastructure
- Local Quality of Life, Rural Identify and Local Cultures, Traditions & Arts
- Healthcare and Substance Abuse
- Political Climate / Government
- Affordable Housing
- Growth / Land Use Planning
- Tourism
- Agriculture
- Indigenous Peoples’ Rights
- Public Safety

Each theme / priority was calculated in relation to the qualifiers noted by participating groups. When a theme / priority was more specific, such as *diversify economy* (rather than “economy”) this was noted and tallied as a sub-theme of the main theme.

For example, 135 (of a total 167 sessions) inserted “strengthening the economy” (or “diversifying the economy” or “maintaining the economy”) into the first blank in the sentence and 102 of these 135 sessions (or 75.6%) said it “was essential, but not at the cost of preserving the environment and natural resources.”

Exercise 4 Actions and Recommendations

Based on the previous activities, the groups broke into small units to consider what possible actions might be recommended (to those in positions to implement results) that could reflect the priorities and the qualifiers noted. Overarching topics, such as education or infrastructure, as well as specific actions within these topic areas were noted and counted, and then categorized. When categories appeared multiple times, in any one session (e.g., “recycle water” and “build desalinization plant”), the topic was noted under “infrastructure” in general as well as in “water management.” The following example illustrates this method.

Action Statements falling within the category of:		Number of times mentioned	% of the total sessions that submitted this information
Infrastructure		107	67.7%
	General	10	6%
	Water Management	37	23.4%
	Alternative Energy	36	22.7%
	Recycling	24	15.1%
Improved Roads and Transportation Planning		66	41.7%
	Public Transportation (bus, ferry)	36	22.7%
	Road improvement (and bike paths)	15	9.4%
	Traffic	15	9.4%

All actions / recommendations were recorded and sorted into larger, more general, categories

and are listed in the appendix of the report.

Exercise 5 Messages

Participants were asked to list “whom” they felt was responsible for ensuring that the actions and information would be considered. They were also asked whom they wanted to send a message to. Then participants were asked to develop short (less than 50 words) messages that would be sent to these groups. These messages were organized by addressee: government / elected officials, community, business / private sector, press / media, educators, nonprofit organizations, developers, landowners, tourists, youth, children, and “other.”