

# Planning Principles and Approach to Hawai'i 2050



## **The People's Plan: Principles for a community-based planning process**

From the outset, the Task Force determined that for Hawai'i 2050 to be effective, it must reflect the will of the community. After all, Hawai'i 2050 is for the people of Hawai'i. In particular, the Task Force wanted to avoid a "top-down" approach to planning for Hawai'i's future. Rather, the Task Force wanted the planning process to be an exciting, dynamic activity which includes and engages a broad array of groups and perspectives. The Task Force also believed that stakeholder input, technical expertise, and adequate research was critical to augment this citizen-based process. Hence, stakeholder meetings, public opinion surveys, and specialized research would need to be conducted.

Because of these requirements, the Task Force recommended that the initial deadline for creating Hawai'i 2050 be extended from 2007 to 2008, and that additional funds be appropriated for an extensive community outreach program. Pursuant to Act 210 (SLH 2006), Act 211 (SLH 2006) and Act 4 (SSLH 2007), the Legislature approved those recommendations, and the Task Force then embarked on what has been the most comprehensive citizen-based process since the 1970s.

The Task Force identified five major characteristics that were embodied throughout the Hawai'i 2050 planning process:

- **FACT- AND RESEARCH-BASED PROCESS.** Because crucial components of Hawai'i 2050 relate to economic development, water, air, land use, energy, and environmental quality, access to and use of recent and relevant Hawai'i-based information was essential in developing Hawai'i 2050.
- **REPRESENTATION OF BROAD AND DIVERSE INTERESTS.** In creating a dynamic and iterative process, the planning process should engage in information sharing from all sectors (business, labor, youth, government, nonprofits, media) of the state, as well as actively seek guidance from various venues to include but not limited to neighborhoods, churches and religious groups, environmentalists, schools, patrons of the arts, the military, ethnic and cultural organizations, neighborhood boards, recreational clubs, senior citizens, chambers of commerce and economic development boards, and the like.
- **A TRANSPARENT AND OPEN PROCESS.** The proceedings and information presented in creating Hawai'i 2050 should be open and available to the general public. The Task Force suggests that public meetings be conducted on all islands, and in various neighborhoods to ensure that the essence and concerns of all residents become known; and a method for resolving disagreements should be developed. Further, an elaborate communications and interactive system which enables Hawai'i's community to be engaged in the planning process should be developed.

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- **PUBLIC EDUCATION, MEDIA AND MARKETING COMPONENT.** To educate, engage and inspire community participation, a public education and media campaign should be launched. Adopting a sustainable lifestyle will involve creating a social movement to change human and community behavior and norms.
- **INSPIRATIONAL, VISIONARY, AND ENGAGING PROCESS.** Community gatherings and activities should be visionary, fun and inspirational to engage the public in providing meaningful ideas and input in creating Hawai'i 2050.

In accord with the above-referenced planning characteristics, the Task Force embarked on an aggressive and comprehensive community- and research-based planning agenda.

### **Stakeholder outreach: candid feedback from Hawai'i's leaders**

To broaden community input, the Task Force conducted meetings with key stakeholders and leaders from the various sectors. The Hawai'i 2050 Business Leadership Council was formed to gain input from the state's top business leaders. Input and guidance from Kanaka Maoli, environmental and labor organizations were also solicited through dozens of meetings and presentations by the Task Force. Furthermore, 3point Consulting, a Honolulu-based research firm, conducted a series of interviews soliciting input on what Hawai'i 2050 should accomplish and achieve.

Over the past two years, the Task Force met with and heard from a wide and diverse group of community leaders and stakeholders, including responding to invitations to speak and make presentations to various organizations and forums. To expand and engage community participation, key stakeholders were also asked to serve on working groups of the Task Force. For example, the following working and stakeholder groups were formed:

- Definition Work Group (to create working definition of sustainability)
- Accountability Work Group (to design Hawai'i 2050 implementation and governance system)
- Community Expansion Work Group (to identify ways to expand participation in the community)
- Community Engagement Work Group (to design community input and planning process)
- Business Leadership Council (to solicit input from business leaders)
- Kanaka Maoli Group (to solicit input from the Kanaka Maoli)
- Environmental Group (to solicit input from environmental leaders)
- Human Services Group (to solicit input from nonprofit leaders)
- Education Group (to solicit input on ways to reach out to young people)

In so doing, the Task Force received input on Hawai'i 2050 from hundreds of representative organizations, ranging from Hawaiian civic clubs, to environmental organizations to Hawai'i's top 50 corporations.

Engaging stakeholders was extremely helpful in getting candid feedback directly from Hawai'i's top leaders. Dozens of business CEOs, nonprofit executive directors, community activists and cultural practitioners participated. For example, in a series of stakeholder meetings with business, Kanaka Maoli, and environmental groups, key leaders provided direct input on early drafts and iterations of the policy outlines of Hawai'i 2050. Many of the concerns and recommendations from these stakeholder groups were considered and integrated into Hawai'i 2050. This stakeholder process also served as an important means to validate and reconcile the priorities of the community with the institutional stakeholders that would be impacted.

### **Hawai'i 2050 public opinion polls: voices from the general public**

The Task Force commissioned two public opinion polls to gauge the attitudes of Hawai'i residents towards sustainability. The polls were intended to obtain feedback from the general population about the themes that emerged from the community engagement meetings. The Hawai'i 2050 polls consisted of unbiased pools of Hawai'i residents from all ages, ethnicities and walks of life. The Task Force wanted to solicit Hawai'i residents' attitudes and opinions as a "cross-check" to the views of stakeholders and community engagement participants.

Conducted by telephone, the public opinion polls surveyed a random sampling of residents with a carefully prepared questionnaire. The questionnaire dealt with such topics as the environment, housing, tourism, economic development, land use, culture and governance. Larger-than-normal sample size were selected to ensure greater accuracy, as well as sufficient sample size to evaluate the neighbor island counties.

Respondents were asked what kind of future do residents of Hawai'i want for themselves and their children, and were confronted with making choices and trade-offs on various thought-provoking issues.

### **Hawai'i 2050 summits and forums**

One of the most effective methods to energize and engage stakeholders is large-scale public meetings. The Task Force conducted three summits as part of Hawai'i 2050.

- Hawai'i 2050 Kick-off Summit (August 2006) (550 attendees)
- Hawai'i 2050 Summit (September 2007) (1000 attendees)
- Hawai'i 2050 Youth Summit (September 2007) (250 attendees)



HAWAII VISITORS AND CONVENTION BUREAU

## HAWAI'I 2050 PLANNING PROCESS

### Community Engagement (CE) Attendees and Responses

DATE	ACTIVITY	PURPOSE	ATTENDEES & RESPONSES
August 2006	Hawai'i 2050 Kick-off Summit	Start of community engagement process	550
October to December 2006	CE Round I *12 Statewide Meetings *Online & Printed Survey	Definition Vision Guiding Principles	450 2250
April to May 2007	CE Round II *12 Statewide Meetings	Indicators Strategic Actions	680
July 2007	Statewide Survey	Sustainability Issues	2000
September 2007	Hawai'i 2050 Summit Hawai'i 2050 Youth Summit Youth Survey	Draft Plan Unveiled Youth Input Youth Input	1000 250 575
October to December 2007	CE Round III *13 Statewide Meetings *Comments via Website University of Hawai'i Online Survey Statewide Survey	Review of Draft Plan Review of Draft Plan Review of Draft Plan Key issues Key issues	475 145 150 345 1500
	Stakeholder Meetings (a)	Input on Plan Review of Draft Plan	150
Total			<u>10520</u>

### Other Community Outreach Activities

(a) Stakeholder Meetings with the following groups: *Business, Labor, Environmental, Education, Nonprofit, Kanaka Maoli	15
# of Community presentations	20
Number of hits on Hawai'i 2050 Website during community engagement	14000
Number of times Hawai'i 2050 Draft Plan downloaded	800

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or viewpoint, participants from  
all walks of life  
approached Hawai'i 2050  
with vigor and passion.

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### **Lessons and observations about Hawai'i 2050 community dialogue**

Over the course of eighteen months, the Task Force heard the voices of thousands. Our Hawai'i 2050 meetings were met mostly with optimism, enthusiasm, and occasionally with skepticism and hostility – but mostly optimism. Most participants agreed that creating a sustainable Hawai'i was important, and we needed to have a long-range vision for our state. Some saw no value in looking at Hawai'i's future beyond five to ten years out. Most wanted a balanced approach to Hawai'i's long-term future. Others saw little room for compromise.

Whatever their opinion or viewpoint, participants from all walks of life approached Hawai'i 2050 with vigor and passion. They wanted to provide input. They wanted a say in Hawai'i's future.

Participants often wanted more cross-sector dialogue. They appreciated providing input as business, labor, community and environmental leaders, yet wanting an opportunity to dialogue beyond their own peers. Stakeholders wanted a chance to exchange their views with other types of stakeholders.

This willingness of people to engage in cross-sector dialogue suggests a strong and healthy community. Because achieving our long-range sustainability goals will require interaction and collaboration among all sectors, the dialogue to date is a good indication that Hawai'i 2050 has a fighting chance to succeed.

### **Fact- and research-based approach to sustainability: the Hawai'i 2050 Issue Book**

Planning for Hawai'i's sustainable future requires a series of technical studies to ensure that public and community input was strengthened by necessary data, research and information to guide public decision-making. The Task Force identified a series of subjects to be researched in order to gain a comprehensive understanding of the components of sustainability.

The Task Force engaged scholars at the University of Hawai'i at Mānoa to research key issues of sustainability, particular to Hawai'i. The "Hawai'i 2050 Issue Book" was subsequently published, and is used as the factual foundation for better understanding sustainability issues in our state. The research reflects the latest information on key aspects of sustainability as of the date of this report, and should be updated appropriately in the years to come.

The following subjects were researched:

- **OVERVIEW OF SUSTAINABILITY PRACTICES.** This paper provides a summary of key principles and best practices of sustainable communities, nationally and globally.

- **POPULATION.** This study analyzes Hawai‘i’s historic and future population statistics and trends, including anticipated population growth, aging, ethnic and other demographic patterns.
- **KANAKA MAOLI VALUES OF ALOHA ‘AINA.** The author explores the cultural and spiritual foundation of the Kanaka Maoli, principles of Native Hawaiian stewardship of the land, and other cultural, historic and traditional aspects of Hawai‘i’s indigenous people.
- **WATER.** This study evaluates the current yield and demand for water on all islands under varying environmental and technological assumptions.
- **LAND USE.** This study explores the availability of lands for varied urban, agricultural, rural and conservation use, including lands for housing, conservation and other sustainability needs.
- **ENERGY.** An evaluation of Hawai‘i’s energy needs, supplies, and demands, including use of alternative and renewable sources of energy were explored in this study.
- **AGRICULTURE.** This study evaluates Hawai‘i’s food production capacity and consumption patterns, as well as describes various aspects of Hawai‘i’s agricultural industry and products.
- **ENVIRONMENTAL QUALITY.** This study of Hawai‘i’s environmental quality, including air, water and endangered species, enables the Task Force to evaluate our efforts to preserve and enhance the environment.
- **SUSTAINABLE QUALITY OF INDIVIDUAL AND FAMILY LIFE.** This paper outlines health, human services, education, culture, recreation and other aspects of quality of life in Hawai‘i.
- **SUSTAINABLE ECONOMY.** This study analyzes key aspects of Hawai‘i’s economy, including its ability to become sustainable.
- **THE PARADISE INDEX: Benchmarking Progress.** This paper explores the role of indicators, measurements and accountability in sustainability planning.