

National Fish and Wildlife Foundation

NOAA Directed Projects 2014 - Submit Final Programmatic Report (Activities and Outcomes)

Grantee Organization: Tri-Isle Resource Conservation &amp; Development Council, Inc.

Project Title: Promoting Watershed Stewardship in West Maui (HI)

**Project Period** 9/01/2014 - 8/31/2015**Project Location** West Maui, Hawaii**Description****(from Proposal)****Project****Summary (from****Proposal)**

Continue the West Maui Kumuwai social marketing campaign, designed to promote and facilitate specific watershed stewardship actions by West Maui residents. Project will build greater awareness of ocean and coral reef-related threats stemming from land-based sources of pollution and will inform consumer choices among Maui Island residents.

**Summary of****Accomplishments**

West Maui Kumuwai (“watershed”) is a social marketing campaign that was established in support of the West Maui Ridge to Reef Initiative, a multi-agency effort designed to reduce land-based pollution within the priority watersheds of West Maui. Social marketing is the systematic application of social science and commercial marketing techniques to achieve specific behavioral changes for social and environmental good. The West Maui Kumuwai campaign focuses on persuading area residents to play a crucial role in ensuring the health of their watershed. By design through specific social marketing approaches, the campaign strategy generates not just individual actions in the short term, but a behavior change path that leads to greater, more complex actions and commitments towards more sustainable management of Maui’s reefs over the long term.

The overall goal of the West Maui Kumuwai campaign is to strengthen the connection of those who live, work and play in West Maui watersheds through a sense of pride and special place, with an emphasis that they are part of the solution. Specific campaign objectives include: (1) West Maui residents understand that they live in a watershed; (2) West Maui residents are aware that actions on land can affect marine resources; and (3) West Maui residents feel that individual action, matched with community efforts, can have a positive effect on the health of marine resources.

In its second year since inception, the West Maui Kumuwai (“watershed”) social marketing campaign was advanced through the support of the National Fish and Wildlife Foundation’s Coral Reef Conservation Fund, which allowed for the refinement of the campaign’s goals and objectives focused on engaging West Maui community stakeholders in stewardship actions designed to reduce land-based pollution affecting Maui’s coral reef ecosystem. The West Maui Kumuwai campaign has been characterized by significant community involvement and support coupled with positive media exposure, with the campaign making great strides in highlighting and promoting social norms around watershed-friendly behaviors. Notable outcomes include increasing the number of community members making commitments in the form of public pledges, increasing the number of local landscaping businesses signing on to the Ocean-Friendly Landscaper program, increasing the visibility of more ocean-friendly lawn care products, and building increased awareness about watershed conservation issues and non-point sources pollution, with a focus on individual responsibility, consumer choices, and the impact of collective action. The campaign was also able to increasingly align with the West Maui Ridge to Reef Initiative’s ongoing watershed management planning efforts, and during the course of the project, identified new opportunities and strategic areas of focus within the original framework of the campaign.

**Lessons Learned**

This project included a significant effort at its outset to evaluate the strengths and weaknesses of the campaign’s structure, strategies, goals and objectives. The need for local coordination and guidance was identified, and transitioning the campaign to be managed by a contracted Maui-based coordinator with more direct engagement with the Advisory Group was seen as a positive step. Another issue identified was the diffuse nature of the campaign, with its “asks” encompassing a suite of watershed-friendly behaviors. A refinement of the campaign’s focus was necessary, as not all behaviors were being addressed, or could be sufficiently addressed given limited resources and capacity.

Identifying mechanisms for, and conducting meaningful evaluation of the campaign has proven to be one of the key challenges. Community-Based Social Marketing (CBSM) focuses on behavior change, but many of the output metrics originally identified by the campaign’s development team have focused on measuring engagement, which may or may not translate to meaningful action depending upon the setting and circumstances. Therefore, one approach the campaign has taken is to coordinate regular field service events, where volunteers can make a tangible impact by caring for the Ridge to Reef demonstration projects’ native plants. These actions, and the communications around them, help

reinforce the connection of the land and the ocean for people who may not have considered this reality, and encourage the participants to take action in other ways associated with the campaign and its partners' objectives. Another strategy is encouraging public pledges, which are more likely to translate into action. Follow-up with pledgers was also identified as a means of encouraging follow-through on the targeted behavior.

Several challenges with the respective components of the campaign were encountered that provided useful lessons learned. The Ocean-Preferred Products (OPP) program has required substantial follow up with Ace Hardware's Lahaina location, with a barrier having been identified in the form of staff ability and willingness to place stickers on the products, and to display previously-developed supporting collateral material within the shelves and aisles. Much of this is due to the time commitment required, apparently seen as burdensome to management and staff. The personal follow up and hands-on coordination required is substantial, and alternate mechanisms needed to be developed, such as creating fact sheets customers could borrow in the store, and having the products available at outreach events as demonstrations. Most components of the campaign in fact do require a similar "high-touch" amount of time and effort to coordinate with busy partners, educators, and businesses. In another example, a date had been set by a local high school environmental club to field-test the car wash kit and host Maui's first "Ocean Friendly Car Wash," but time constraints of the teacher sponsors as well as students' summer schedules resulted in the event being postponed. A recommendation emerging from that experience was for the WMK campaign manager and the Advisory Group to take a lead role in coordinating the event to test and demonstrate the method, to involve students and teachers from multiple schools in a support capacity, and promote buy-in and support of the activity.

One concern that arose focuses on the fact that prior to this project's commencement, the campaign's strategies had not been piloted against a control group to determine if they resulted in meaningful action, which is a key component of CBSM. Therefore, many of this project's activities, and the ongoing work of the campaign, may be considered an extended form of a pilot, with efforts being undertaken to evaluate effectiveness and re-examine the prioritization of the components. The coordinator also has identified a need for a more substantive analysis of the target audiences, and which specific factors constitute barriers and benefits to these audiences for engaging in a specific targeted behavior. These baseline data are critical for social marketing strategy development, and will help inform ongoing campaign activities and the adaptive management and refinement of strategies and tactics.

Despite these challenges, anecdotal accounts and metrics to determine engagement, as well as documented community support, feedback, and positive attitudes toward the campaign are encouraging and have led to increasing confidence in the refined approaches' outcomes and the potential for future successes .

Conservation Activities  
Progress Measures  
Value at Grant Completion

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Conservation Outcome(s)  
Conservation Indicator Metric(s)  
Baseline Metric Value  
Metric Value at Grant Completion  
Long-term Goal Metric Value  
Year in which Long Term Metric  
Value is Anticipated

Show Map Below

The following pages contain the uploaded documents, in the order shown below, as provided by the grantee:

Upload Type	File Name	Uploaded By	Uploaded Date
Final Report Narrative - Marine	NFWF_WMK_Final_Report_Narrative_TIRCD.pdf	Callender, Tova	11/16/2015
Photos - Jpeg	Ace_Lahaina_OPP.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	Caswell_Callender_Bioswale.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	Maui_Prep_Pledge.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	OPP_Display_R2RR.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	R2RR_DPW_CarWash_Outreach.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	Rain_Garden_Workday.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	WMK_Advisory_Team.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	WMK_MS_Hanakaoo.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	WMK_Sakuma_Pledge.jpg	Callender, Tova	11/16/2015
Photos - Jpeg	WWD_WMK_Outreach_Display.jpg	Callender, Tova	11/16/2015
Other Documents	WMK_OPP_Fact_Sheet.pdf	Callender, Tova	11/16/2015
Other Documents	R2RR_Photos_and_Media.pdf	Callender, Tova	11/16/2015
Other Documents	WMK_Media.pdf	Callender, Tova	11/16/2015

The following uploads do not have the same headers and footers as the previous sections of this document in order to preserve the integrity of the actual files uploaded.



# NFWF

## Final Programmatic Report Narrative

Promoting Watershed Stewardship in West Maui (HI)  
Tri-Isle Resource Conservation & Development Council, Inc.  
Coral Reef Conservation Fund • NOAA Directed Projects 2014

### 1. Summary of Accomplishments

In four to five sentences, provide a brief summary of the project's key accomplishments and outcomes that were observed or measured. This can be duplicative to the summary provided in the reporting 'field' or you can provide more detail here.

In its second year since inception, the West Maui Kumuwai ("watershed") social marketing campaign was advanced through the support of the National Fish and Wildlife Foundation's Coral Reef Conservation Fund, which allowed for the refinement of the campaign's goals and objectives focused on engaging West Maui community stakeholders in stewardship actions designed to reduce land-based pollution affecting Maui's coral reef ecosystem. The West Maui Kumuwai campaign has been characterized by significant community involvement and support coupled with positive media exposure, with the campaign making great strides in highlighting and promoting social norms around watershed-friendly behaviors. Notable outcomes include increasing the number of community members making commitments in the form of public pledges, increasing the number of local landscaping businesses signing on to the Ocean-Friendly Landscaper program, increasing the visibility of more ocean-friendly lawn care products, and building increased awareness about watershed conservation issues and non-point sources of pollution, with a focus on individual responsibility, consumer choices, and the impact of collective action. The campaign was also able to increasingly align with the West Maui Ridge to Reef Initiative's ongoing watershed management planning efforts, and during the course of the project, identified new opportunities and strategic areas of focus within the original framework of the campaign.

### 2. Project Activities & Outcomes

#### Activities

- Describe the primary activities conducted during this grant and explain any discrepancies between the activities conducted from those that were proposed.

West Maui Kumuwai (WMK) is a social marketing campaign that was established in support of the West Maui Ridge to Reef Initiative, a multi-agency effort designed to reduce land-based pollution within the priority watersheds of West Maui. Social marketing is the systematic application of social science and commercial marketing techniques to achieve specific behavioral changes for social and environmental good. The West Maui Kumuwai campaign focuses on persuading area residents to play a crucial role in ensuring the health of their watershed. By design through specific social marketing approaches, the campaign strategy generates not just individual actions in the short term, but a behavior change path that leads to greater, more complex actions and commitments towards more sustainable management of Maui's reefs over the long term.

The overall goal of the West Maui Kumuwai campaign is to strengthen the connection of those who live, work and play in West Maui watersheds through a sense of pride and special place, with an emphasis that they are part of the solution. Specific campaign objectives include: (1) West Maui residents understand that they live in a watershed; (2) West Maui residents are aware that actions on land can affect marine resources; and (3) West Maui residents feel that individual action, matched with community efforts, can have a positive effect on the health of marine resources.

To coordinate activities for this project, a Maui-based Campaign Manager, Liz Foote, was enlisted to work closely with Project Manager Tova Callender, West Maui Watershed and Coastal Management Coordinator with the West Maui Ridge to Reef Initiative. Specific activities conducted in support of the campaign during the project period are described below.

Pledge Program: A pledge program was established to leverage the power of social norms in support of behavior change, specifically, the “asks” of the West Maui Kumuwai campaign. These asks include, “use fertilizer wisely,” “handle pesky pests right,” “pick up after your pooch,” “water smart outdoors,” “plant pono,” “install a rain garden,” “car wash like a greenie,” and “lend a hand.” At WMK events, participants were enlisted to make a pledge and have their picture taken with their pledge written on a whiteboard. These pledges were compiled and shared through the WMK Facebook page; at the end of the project period, over 120 pledges had been obtained and shared.

#### Yard Service Program:

Many residents in West Maui live in areas managed by landscaping companies. To engage with these homeowners or residents, and also address the behaviors of landscapers who manage those areas, the West Maui Kumuwai campaign developed a Yard Service component. Pledged Landscapers were asked to commit to at least 10 of 16 ocean-friendly practices identified by the campaign and its partners, involve homeowners by giving them a letter describing what they have pledged to do, and a promise to engage with WMK to help identify unforeseen challenges, or seek feedback on how WMK can improve its program. To give landscapers favorable exposure for their commitment, a suite of promotional and incentive items were developed including: posting of the company’s name on the WMK website, a digital “Ocean Friendly Landscaper” badge for their website and marketing materials, WMK stickers for their work vehicles and for their clients, and an invitation to participate in WMK events and activities. During the course of the project, West Maui Kumuwai increased the number of Pledged Landscapers from three to eleven.

In addition, to focus efforts on priority areas within the targeted watersheds, an additional project was developed in association with the West Maui Ridge to Reef Initiative, to concentrate coordination and promotional efforts on condominium properties along the Honokowai coastline, known to have a more direct hydrological connection to the ocean. During the project period, the coordinator began to develop a database of Honokowai condos and their points of contact, and conducted initial observations of several properties to evaluate their grounds and evident landscaping practices.

#### Ocean Partner Program and Ocean Preferred Products:

To eliminate the consumer’s challenging task of choosing which fertilizer, herbicide and pesticide products are less harmful to marine resources, the West Maui Kumuwai campaign created a branded point-of-purchase program called “Ocean Preferred Products.” Marketing and branding collateral materials were designed to increase visibility of the program and products, including stickers and in-store displays. Efforts during the project focused on working with one engaged partner, Ace Hardware Lahaina. In support of the program, Ace donated over \$100 worth of the products, which were then taken to outreach events and showcased. To assist with outreach around the Ocean-Preferred Products program, a laminated fact sheet was developed to assist staff in recognizing the products, and sharing about the program with customers.

#### Messengers & Storytelling Content:

Community Stories were developed to feature West Maui residents engaged in the targeted behaviors to reduce land-based pollution, designed to highlight and change social norms. Stories were submitted to the Lahaina News on Andrew O’Riordan (West Maui Preparatory Academy Teacher and Chair of Maui Surfrider Foundation), Marie & Terry Schroeder (community volunteers), and Debra Caswell, a Kā’anapali resident who utilized native plants, drip irrigation, and a suite of Low Impact Design and Development strategies including bioswales in building her new home. In addition to being published in the Lahaina News, these stories were shared via social media. Social media was also harnessed to develop and disseminate additional Community Stories, profiling and thanking individuals for their actions and commitment. These individuals were nominated by the Advisory Group, which helped to develop the content. As an example, the most successful media piece featured an individual known in the community, who was thanked for his volunteer

service conducting cleanup efforts in West Maui. The post on West Maui Kumuwai's Facebook page reached 6,033 people, with over 500 likes, comments, and shares.

#### Community Projects & Events:

Field-based events hosted by the West Maui Kumuwai Campaign include regular work days focused on native plant care in the Wahikuli Rain Garden and at the Hanakao'o Slope Planting, two polluted runoff demonstration projects established by the West Maui Ridge to Reef Initiative. In addition, the campaign supported partners' efforts to establish new rain gardens on Maui through media support and community engagement; during the project period, two rain gardens were installed on Maui through the collaborative efforts of the Surfrider Foundation, Malama Maui Nui, Pono Project Hawaii, Water Institute for Sustainability Education, Maui Nui Marine Resource Council, and Roth Ecological Consulting, Inc.

West Maui Kumuwai Campaign also supported and promoted partners' events, such as beach and coastal cleanups coordinated by Maui Surfrider Foundation, Malama Maui Nui, and Kā'anapali Makai Watch; and a rain garden installation in Kihei by Pono Project, Roth Ecological Consulting, Water Institute for Sustainability Education, and the Surfrider Foundation.

In addition, WMK participated in community education and outreach events hosted by the West Maui Taxpayers Association, Lahainatown Action Committee, the Maui Association of Landscape Professionals, the Kaunoa West Maui Senior Center, and the Napili Bay & Beach Foundation. Educational opportunities and platforms have also been provided by West Maui Preparatory Academy and the Kā'anapali Makai Watch program.

In March, West Maui Kumuwai co-coordinated and hosted a World Water Day community event, held at Maui Brewing Co.'s new location in Kihei; WMK was the beneficiary of the outreach event, which featured over 20 conservation groups. It is estimated that nearly 1,000 people attended the event. Partner feedback indicated that this outreach venue was one of the most successful outreach opportunities they had ever had, in terms of meaningfully engaging attendees and reaching new audiences. The success of the event has led to it being permanently adopted by Maui Brewing Co. as a means to support local sustainability initiatives, and planning for the 2016 event is now underway.

In July, West Maui Kumuwai was one of the organizers and sponsors for the Ridge to Reef Rendezvous, a community event celebrating ridge to reef stewardship in West Maui and the 6<sup>th</sup> anniversary of the establishment of the Kahekili Herbivore Fisheries Management Area (KHFMA) in North Kā'anapali. The event brought together over 150 community members, fishers, scientists, local conservation groups and their volunteer teams, resource management and enforcement agencies, Kā'anapali area resorts, and Maui visitors. The event highlighted positive action and community collaboration, and its theme was "resilience" to symbolize the optimism and hopefulness that accompanies the diversity of collaborative conservation and stewardship efforts underway in West Maui, coupled with the ecological concept of the same name, which focuses on an ecosystem's ability to persist and recover in the face of threats to its health. To share about and model pono (proper or sustainable) fishing practices as well as the unique rules of the KHFMA, a catch and release papio (juvenile jacks) fishing tournament was held as part of the event, and drew numerous families and West Maui community members, with 65 total entrants. An event highlight included a "Stump a Scientist" booth, where eight visiting and local researchers were onhand to engage with the public in a fun and informal manner. Mary Donovan, a PhD student from the University of Hawai'i who studies ocean tipping points, noted, "people asked really thought-provoking questions and we learned a lot from them! Hopefully they also learned something from us about the science behind ridge to reef management!" The day's activities also included a ridge to reef-themed culinary contest and a station focused on ocean-friendly car washing, with a quiz on best practices and giveaways of non-toxic soap that could be used for car washing and other household purposes.

#### Media Engagement:

Through news releases and stories, the campaign was able to leverage nearly \$8,000 in earned media value through the printing of articles and promotional materials. Media stories ran mainly in the Maui News (daily circulation over 20,000) and the Lahaina News (weekly circulation around 11,000); the latter in particular has



been especially supportive of the campaign. Throughout the month of July, the Lahaina News printed a series of weekly articles focused on campaign objectives, leading up to the Ridge to Reef Rendezvous.

#### Other Activities:

During the project period, campaign coordinators and Advisory Group members developed an initial strategy for an “Ocean-Friendly Car Wash,” modeled after efforts in the Pacific Northwest. In these municipalities, more stringent rules governing stormwater and illicit discharges exist, so an alternative to shutting down fundraiser car washes is in place, using a car wash kit to divert car wash water from storm drains, and redirect it to either a vegetated area or the sanitary sewer system. After consulting with contacts in these regions, a car wash kit was assembled which will be field-tested as part of upcoming environmental education efforts. New partnerships with teachers and schools were developed, and a plan to seek additional funding was created.

Finally, another development consistent with the Campaign’s asks was the establishment of a new partnership with the County of Maui Department of Water Supply (DWS). DWS has been giving out free water efficiency fixtures (eg. toilet tank bags, low flow shower heads and faucet aerators, and self-closing hose nozzles) to Maui residents, but with the barrier of residents having to go to the office in Central Maui and fill out a form in order to receive them. The County also identified reduced capacity to participate in outreach events as a means of distributing the fixtures. WMK offered to give away the fixtures at its and its partners’ outreach events, and was able to significantly increase the amount of these fixtures and devices that have been distributed, giving out 183 fixings over a six month period.

#### **Outcomes**

- Describe progress towards achieving the project outcomes as proposed, and briefly explain any discrepancies between your results compared to what was anticipated.
- Provide any further information (such as unexpected outcomes) important for understanding project activities and outcome results.

Proposed outcomes for this project focused on evaluating and adjusting the campaign’s strategies in order to improve their effectiveness and increase community engagement, so that West Maui residents and businesses increasingly embrace and support the campaign’s programs and associated behavioral targets (or “asks”), designed to reduce land-based pollution affecting West Maui’s coral reef ecosystem.

A key component in support of the proposed outcome to evaluate and adjust the campaign’s strategies was the engagement of the campaign’s Advisory Group, including the recruitment of new members. Members of the new Advisory Group included representatives from the West Maui Ridge to Reef Initiative, Hawaiian Islands Humpback Whale National Marine Sanctuary, the Hawaii Department of Land and Natural Resources Division of Aquatic Resources, the West Maui Mountains Watershed Partnership, Save Honolua Coalition, Kā’anapali Makai Watch, Maui Cultural Lands, Polanui Hiu Community managed Makai Area, Pono Project Hawaii, Sacred Hearts School, and the Maui Nui Marine Resource Council. The Advisory Group met quarterly, provided key guidance and feedback to steer and shape activities, and individual members assisted with project implementation and the promotion of events and campaign themes through their respective networks.

The outcome was addressed through a critical lens that examined the campaign’s overall focus and goals, and a more targeted approach was taken to focus on sub-components of the campaign’s overall objectives and diffuse behavioral targets. Activities described above represent the refined focus, and “lessons learned” described below outline the challenges we have encountered and are continuing to address as the campaign moves forward.

An ongoing but longer-term goal was established, to elevate marine resources in decision-making, both at the scale of the individual, and in the public process surrounding policymaking. While difficult to quantify, we used community engagement as a proxy for this goal, and through campaign activities, were able to document significant in-kind support from community volunteers, partners, and local businesses. In addition, informal

interviews with community members indicates that brand awareness of the West Maui Kumuwai campaign has increased.

In summary, the West Maui Kumuwai campaign has been characterized by significant community involvement and support, positive media exposure, and the past year's efforts and analysis have resulted in revisions to the campaign's approaches and objectives, and the identification of new directions directly tied to watershed management planning priorities and needs within the West Maui priority area.

### **3. Lessons Learned**

- Describe the key lessons learned from this project, such as the least and most effective conservation practices or notable aspects of the project's methods, monitoring, or results. How could other conservation organizations adapt similar strategies to build upon some of these key lessons about what worked best and what did not?

This project included a significant effort at its outset to evaluate the strengths and weaknesses of the campaign's structure, strategies, goals and objectives. The need for local coordination and guidance was identified, and transitioning the campaign to be managed by a contracted Maui-based coordinator with more direct engagement with the Advisory Group was seen as a positive step. Another issue identified was the diffuse nature of the campaign, with its "asks" encompassing a suite of watershed-friendly behaviors. A refinement of the campaign's focus was necessary, as not all behaviors were being addressed, or could be sufficiently addressed given limited resources and capacity.

Identifying mechanisms for, and conducting meaningful evaluation of the campaign has proven to be one of the key challenges. Community-Based Social Marketing (CBSM) focuses on behavior change, but many of the output metrics originally identified by the campaign's development team have focused on measuring engagement, which may or may not translate to meaningful action depending upon the setting and circumstances. Therefore, one approach the campaign has taken is to coordinate regular field service events, where volunteers can make a tangible impact by caring for the Ridge to Reef demonstration projects' native plants. These actions, and the communications around them, help reinforce the connection of the land and the ocean for people who may not have considered this reality, and encourage the participants to take action in other ways associated with the campaign and it's partners' objectives. Another strategy is encouraging public pledges, which are more likely to translate into action. Follow-up with pledgers was also identified as a means of encouraging follow-through on the targeted behavior.

Several challenges with the respective components of the campaign were encountered that provided useful lessons learned. The Ocean-Preferred Products (OPP) program has required substantial follow up with Ace Hardware's Lahaina location, with a barrier having been identified in the form of staff ability and willingness to place stickers on the products, and to display previously-developed supporting collateral material within the shelves and aisles. Much of this is due to the time commitment required, apparently seen as burdensome to management and staff. The personal follow up and hands-on coordination required is substantial, and alternate mechanisms needed to be developed, such as creating fact sheets customers could borrow in the store, and having the products available at outreach events as demonstrations. Most components of the campaign in fact do require a similar "high-touch" amount of time and effort to coordinate with busy partners, educators, and businesses. In another example, a date had been set by a local high school environmental club to field-test the car wash kit and host Maui's first "Ocean-Friendly Car Wash," but time constraints of the teacher sponsors as well as students' summer schedules resulted in the event being postponed. A recommendation emerging from that experience was for the WMK campaign manager and the Advisory Group to take a lead role in coordinating the event to test and demonstrate the method, to involve students and teachers from multiple schools in a support capacity, and promote buy-in and support of the activity.

One concern that arose focuses on the fact that prior to this project's commencement, the campaign's strategies had not been piloted against a control group to determine if they resulted in meaningful action, which is a key component of CBSM. Therefore, many of this project's activities, and the ongoing work of the campaign, may be considered an extended form of a pilot, with efforts being undertaken to evaluate effectiveness and re-examine the prioritization of the components. The coordinator also has identified a need

for a more substantive analysis of the target audiences, and which specific factors constitute barriers and benefits to these audiences for engaging in the specific targeted behaviors. These baseline data are critical for social marketing strategy development, and will help inform ongoing campaign activities and the adaptive management and refinement of strategies and tactics.

Despite these challenges, anecdotal accounts and metrics to determine engagement, as well as documented community support, feedback, and positive attitudes toward the campaign are encouraging and have led to increasing confidence in the refined approaches' outcomes and the potential for future successes.

#### **4. Dissemination**

- Briefly identify any dissemination of project results and/or lessons learned to external audiences, such as the public or other conservation organizations. Specifically outline any management uptake and/or actions resulting from the project and describe the direct impacts of any capacity building activities.

Project activities, results and lessons learned were shared with external audiences through local media (both print and social media), public presentations, outreach events, and through ongoing engagement and quarterly in-person meetings with the WMK Advisory Group.

The ongoing evaluation of the West Maui Kumuwai campaign's activities, approaches, and outcomes led to the development of new initiatives aligned to the objectives of the West Maui Ridge to Reef Initiative and its partner agencies and organizations. Specifically, projects which address land-based pollution within the setting of Honokowai condos have been established and funded, and leverage the Ocean-Friendly Landscaping program.

The campaign itself was highlighted in the watershed management plan *Draft Strategies and Implementation Report for the West Maui Watersheds of Kahana, Honokahua, and Honolua*. The document calls for increased capacity in support of the campaign due to its accomplishments and status in West Maui, as well as its potential to address ongoing and upcoming needs surrounding watershed management planning and the implementation of strategies to reduce land-based pollution in the five priority watersheds of West Maui.

In addition, elements of the campaign and its strategies have served as models for the County of Maui's Department of Public Works, which is in the process of obtaining an MS-4 permit for stormwater management in Central Maui. Many of the MS-4 requirements will extend to West Maui, so mechanisms for ongoing communication, collaboration and facilitating partnerships have been established and will inform further activities as the County advances its stormwater management and MS-4 related objectives, particularly those associated with the EPA's formal requirements for Public Education and Outreach as well as Public Involvement.

Finally, a notable dissemination outcome was that West Maui Kumuwai's objectives and activities were featured as case studies in the 5<sup>th</sup> Edition of the book *Social Marketing: Changing Behaviors for Good*, by Nancy R. Lee and Philip Kotler. This book is seen as the definitive "go-to" textbook on social marketing, ensuring the campaign will receive significant exposure beyond the local scale.

#### **5. Project Documents**

Include in your final programmatic report, via the Uploads section of this task, the following:

- 2-10 representative photos from the project. Photos need to have a minimum resolution of 300 dpi. For each uploaded photo, provide a photo credit and brief description below;
- Report publications, Power Point (or other) presentations, GIS data, brochures, videos, outreach tools, press releases, media coverage;
- Any project deliverables per the terms of your grant agreement.

### Photos submitted:

1. File: WMK\_Advisory\_Team.jpg; Credit: Tova Callender; Caption: The West Maui Kumuwai Campaign Advisory Team, comprised of leaders from within the conservation, education, and resource management community on Maui. Left-Right: Bradely Mason (formerly of Sacred Hearts School), Darla White (Division of Aquatic Resources), Sarah Bryan (Pono Project Hawai'i), Kim Thayer (West Maui Mountains Watershed Partnership), Amy Hodges (Maui Nui Marine Resource Council), Linda Castro (Division of Aquatic Resources, Polanui Hiu Community Managed Makai Area), Ekolu Lindsey (Maui Cultural Lands, Polanui Hiu Community Managed Makai Area), Ananda Stone (Save Honolua Coalition), Adam Wong (Division of Aquatic Resources), and Liz Foote (West Maui Kumuwai Campaign Manager, Project S.E.A.-Link). Advisory Team members not pictured: Tova Callender (West Maui Ridge to Reef Initiative Coastal Management and Watershed Coordinator), Jen Cox (Malama Maui Nui), Ka'au Abraham (Hawaiian Islands Humpback Whale National Marine Sanctuary), Tegan Hammond (Maui Nui Marine Resource Council), Joseph Ward (Convergent Conservation), John Smith (County of Maui), Lucienne DeNaie (Sierra Club), Andrew O'Riordan, (Maui Preparatory Academy, Surfrider Foundation), and Lauren Blickley (Surfrider Foundation), John Seebart (Makai Watch), Kelly Montenero (Trilogy Excursions Blue 'Aina Campaign), and Darren McDaniel.
2. File: Caswell\_Callender\_Bioswale; Credit: Liz Foote; Caption: Deb Caswell and West Maui Ridge to Reef Initiative Watershed and Coastal Management Coordinator Tova Callender explore Deb's north-facing garden in her Lanikeha home, while standing in a bioswale that serves as a sustainable feature designed to capture and filter stormwater runoff to prevent flooding and pollution.
3. File: Maui\_Prep\_Pledge.jpg; Credit: Liz Foote; Caption: Students from Maui Preparatory Academy in West Maui take the Ocean-Friendly Pledge with West Maui Kumuwai.
4. File: WMK\_Sakuma\_Pledge.jpg; Credit: Liz Foote; Caption: 4<sup>th</sup> grade teacher Donelle Sakuma takes the West Maui Pledge.
5. File: R2RR\_DPW\_CarWash\_Outreach.jpg; Credit: Liz Foote; Caption: At the Ridge to Reef Rendezvous community event in West Maui, volunteers staff an outreach station to provide event participants with free water-saving devices from the County of Maui Department of Water Supply, and free samples of non-toxic cleaners that can be used to wash cars and for other household purpose, after they take the "sustainable car washing quiz" focused on watershed friendly car washing practices.
6. File: Ace\_Lahaina\_OPP.jpg; Credit: Liz Foote; Caption: Ace Hardware Lahaina staff pose with the West Maui Kumuwai branded Ocean Preferred products, and a fact sheet to help customers make ocean-friendly choices when shopping for yard care products.
7. File: Rain\_Garden\_Workday.jpg; Credit: Liz Foote; Caption: Volunteers help care for the native plants at the Wahikuli rain garden in Kā'anapali, West Maui.
8. File: WMK\_MS\_Hanakaoo.jpg; Credit: Liz Foote; Caption: Volunteer Marie Schroeder helps care for the native plants at the Hanaka'ō'ō cemetery slope planting, a polluted runoff control demonstration project through the West Maui Ridge to Reef Initiative.
9. File: OPP\_Display\_R2RR.jpg; Credit: Liz Foote; Caption: Ocean Preferred Products donated by Ace Hardware on display at the Ridge to Reef Rendezvous community outreach event in West Maui
10. File: WWD\_WMK\_Outreach\_Display.jpg; Credit: Liz Foote; Caption: West Maui Kumuwai outreach display at the 2015 World Water Day community outreach event hosted by Maui Brewing Co.

### Other Project Documents Submitted:

1. R2RR\_Photos\_and\_Media.pdf (compilation of photos and media surrounding the community event coordinated by West Maui Kumuwai, the Ridge to Reef Rendezvous)
2. WMK\_Media.pdf (compilation of key media pieces in support of the West Maui Kumuwai campaign)
3. WMK\_OPP\_Fact\_Sheet.pdf (Ocean-Preferred Products Fact Sheet for Ace Hardware Lahaina)

**POSTING OF FINAL REPORT:** *This report and attached project documents may be shared by the Foundation and any Funding Source for the Project via their respective websites. In the event that the Recipient intends to claim that its final report or project documents contains material that does not have to be posted on such websites because it is protected from disclosure by statutory or regulatory provisions, the Recipient shall clearly mark all such potentially protected materials as "PROTECTED" and provide an explanation and complete citation to the statutory or regulatory source for such protection.*