

The future rests with us... **THE NEXT STEPS**

Focus Maui Nui participants produced five Key Strategies for Action that can build the future we want. You want to be part of building this future — so where do you start?

1. Get to know the five Key Strategies for Action.
 - Improve Education
 - Protect the Natural Environment and Address Water Needs
 - Address Infrastructure Challenges, Particularly Housing and Transportation
 - Adopt Targeted Economic Development Strategies
 - Preserve Local Culture and Traditions, and Address Human Needs

Refer to the Focus Maui Nui [Executive Summary](#) for a fuller description of each.

2. Use the [Checklist](#) to find out how and what you are already doing to support Focus Maui Nui.
3. Decide on at least one year-end goal/action that supports one or more of these strategies. Refer to the attached [Examples of Action](#) for ideas you can consider.
4. Tell us about your goal and actions using the [Action Profile Form](#).
5. Keep track of your progress (take photos, collect anecdotes, etc. which you can share). At the end of the first year of action, share your outcomes with us so we can include it in the year-end Step Forward Report to the community.

Other actions you can take:

- Challenge individuals or groups in a friendly competition of working toward a similar goal.
- Build awareness related to your project. We can help! Please contact us for more information.

A CHECKLIST

Getting involved in Focus Maui Nui may be as simple as looking at what and how you are doing right now. This checklist may give you some ideas on how to get started!

Do I volunteer at a school regularly?

Do I encourage others to do it?

Do I vote?

Have I ever talked or written to any of my elected officials?

Do I attend any public hearings? Do I testify while I'm there? Do I encourage my children or friends to participate?

Have I volunteered in the community in the past year? If so, how often?

Do I recycle?

Paper?

Newspapers?

Cans?

Glass?

Plastics?

Computers?

Do I conserve energy?

Use Solar Water Heating?

Other?

Have I ever had an energy specialist come in to evaluate my energy practices?

Do I conserve water?

How?

Have I ever considered a flexible work schedule?

Do I buy locally grown or made products? How regularly?

Do I buy local services? How regularly?

Do I ever take the public bus in Central Maui?

Do I encourage friends and employees to carpool? How?

What cultural traditions do I, my family or my workplace practice?

EXAMPLES OF ACTIONS

Focus Maui Nui participants came up with 5 Key Strategies for Action to build the future we want: Improve education; Protect the natural environment and resources; Address infrastructure challenges; Adopt targeted economic development strategies; and Preserve local culture and address human needs. Here are some ideas we came up with to get you started on taking action! Use these or create your own.

- Orient youth to preparing and presenting public testimony that relates to improving a situation in their community.
- Evaluate personal or business purchasing practices and “buy local” where possible.
- Create incentives to get members or patrons to carpool to events.
- Adopt the policy of correct spelling and treatment of the Hawaiian language in all communications.
- Work with your school to enable students to perform community service as part of their learning experience.
- Align your organization’s strategic plan with Focus Maui Nui vision and strategies.
- Take the MEO Central Maui bus system.
- Set up a “recycle a book” program for youth (K-12) at your business.
- Create kiosks/tables with information on recycling, energy efficiency, health care, affordable housing, teen pregnancy, chemical dependency.
- Work with your favorite school to start a natural resources project or academy.
- Offer parenting skills and financial planning workshops for your employees.
- Help spread the word about the vision and goals of Focus Maui Nui to your network of friends and organizations through your newsletter or word of mouth.
- Arrange a session with an environmental professional at your business to help assess your environmental practices.
- Spend at least one hour per month volunteering at your school.
- Testify at public hearings on the importance of supporting the Focus Maui Nui values and principles.
- Facilitate the development of “walking” communities.
- Convert to solar energy and encourage your neighbors to do the same.
- Have students develop a project to research a current community issue and come up with solutions and recommendations to help solve it.
- “Adopt” the park or playground where you regularly meet with friends and agree to tackle a monthly beautification project together with their families.

- Educate our visitors about the ways to respect our cultural sites and practices.
- Arrange for separate collection bins for recycling aluminum, plastic and glass bottles at all your events.
- Promote stewardship among students by having them study their individual positive and negative impacts on the community and come up with improvements.
- Invest in local business ventures.
- Create mechanisms for constructive community input in development initiatives.
- Participate in community planning processes for development initiatives.
- Donate outdated blueprints to preschools that can use them for art projects.
- Offer internships in your company or organization for high school or college students.
- Develop appropriate laws and regulations to allow individuals to create a new business and work from home.
- Testify at Board of Education meetings on behalf of your PTA on the challenges and success stories of your school.
- Implement energy efficiency practices and policies in your home or office.
- Include cultural training in the orientation of new employees, recognizing the multi-cultural richness of Maui County.
- Participate in public forums and hearings on transportation and housing.
- Encourage cooperative ventures for individuals wanting to market products which they have produced.
- "Adopt" a classroom at your favorite school and help its teacher provide the supplies needed throughout the year.
- Survey our community for services being done *off*-island as potential for providing the service *on*-island.
- Work to align government with Focus Maui Nui priorities.
- Develop cultural tour of Wailuku and Kahului towns.
- Partner with other Maui businesses on trade shows, in news ads, brochures, etc.
- Start a program to provide or improve access to computers to students who cannot afford them.
- Regularly sponsor community service advertisements for nonprofit organizations.
- Arrange for business and community leaders to talk with youth participants about career options and how to prepare for them.
- Coordinate the donation of native plants and work with a local venue to incorporate the plants into their landscaping.
- Where possible, provide family-friendly practices so employees can volunteer, attend school functions, care for an elderly parent.

YES! I am / we are interested in advancing the vision of Focus Maui Nui.

Name _____ Organization / Group _____

Address _____

Phone / Fax _____ / _____ Email _____

about your project:

I / we will work on the following strategy(ies) (check all that apply):

- Improve Education
- Protect the Natural Environment and Address Water Needs
- Address Infrastructure Challenges, Particularly Housing and Transportation
- Adopt Targeted Economic Development Strategies
- Preserve Local Culture and Traditions, and Address Human Needs

Please tell us about your goal for this strategy.

Briefly describe the project and the steps you plan to take.

Are there important dates we should be aware of?

Who do you hope to involve in your project?

Can we profile your project on the Focus Maui Nui website and in the media?

Yes / No
(please circle one)

ACTION PROFILE FORM

YES! I am / we are interested in advancing the vision of Focus Maui Nui.

Name Jeanne Skog Organization / Group Maui Economic Development Board, Inc.

Address 590 Lipoa Parkway, Suite 103, Kihei, Hawaii 96753

Phone / Fax 875.2300 / 879.0011 Email skog@medb.org

about your project:

I / we will work on the following strategy(ies) (check all that apply):

- Improve Education
- Protect the Natural Environment and Address Water Needs
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Please tell us about your goal for this strategy.

Collect 100 used cell phones for redistribution to families of domestic violence through the nonprofit organization, Women Helping Women. We will work to build community partnerships, increase awareness of the opportunity to recycle cell phones locally, help communicate the needs of agencies like Women Helping Women who are working to address human needs in Maui Nui.

Briefly describe the project and the steps you plan to take.

We will research methods used by existing collection and recycling programs and implement a local equivalent among businesses in the Maui Research & Technology Park.

Are there important dates we should be aware of?

Our target delivery of phones to Women Helping Women is June 2004.

Who do you hope to involve in your project?

We plan to seek other partners in our community such as schools and merchants in South Maui.

Can we profile your project on the Focus Maui Nui website and in the media?

Yes / No
(please circle one)

Spread the word! Share the vision and goals of Focus Maui Nui to your network of friends and organizations through your newsletter or word of mouth using this summary. If you would like an electronic copy of this summary, please visit www.focusmauinui.com or contact the Maui Economic Development Board at 875-2300 or info@focusmauinui.com.

Focus Maui Nui is the response to a community-wide concern that Maui County lacked a defined vision for the future. Frustrated with often contentious planning processes, residents agreed the islands and people that comprise Maui Nui needed a plan that would provide a vision for all communities and a creative set of actions to tackle over the coming years.

From May through August 2003, the people of Maui Nui engaged in a groundbreaking process to define a vision for their future. Focus Maui Nui brought approximately 1,700 residents into an intensive participatory process, emphasizing the importance of local needs and priorities. Representing all planning districts and the islands' broad range of demographic groups, participants articulated the values they believed should guide Maui Nui, the challenges the islands face, strategies for addressing these challenges, and a set of broad and diverse actions involving participation by all residents, businesses, and government.

During the two-hour Focus Maui Nui sessions, small groups of 10-15 participants were asked to identify and group together areas of need. Seven distinct categories emerged: *economic, environmental, human service-related, educational, cultural, political, and infrastructure-related*. Because some of these areas of need competed with others for resources and attention, participants recommended planning and decisionmaking with a balanced approach. Participants recommended that everyone – residents, government, businesses, educators, the media, and youth – needed to play a role in building a productive future for Maui Nui. The importance of ongoing dialogue, civic engagement, and shared commitment to Maui's future was stressed.

A number of key strategies for action were identified to shape the future that participants envisioned:

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 direct the islands' future, the first priority is to **improve education**. Recommendations range from K-12 reform to the establishment of a public university.
2. To ensure that precious resources exist for future generations, to preserve the beauty of the islands, and to maintain the distinct rural identity and tradition of Maui Nui, the second priority is to **protect the natural environment**, including **addressing water needs**.
3. To maintain the quality of life on the islands and to ensure local residents have the chance to own their own homes and to move easily throughout the islands, **infrastructure challenges, particularly housing and transportation, must be addressed**.

4. To supply quality jobs for local residents, broaden the tax base, and provide Maui Nui with financial resources to accomplish its other goals, another priority is to ***adopt targeted economic development strategies*** that support and enhance the needs and desires of residents.
5. To pass 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 among young people.

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.

Focus Maui Nui will now move into a new phase of outreach and implementation – encouraging residents, business, government, nonprofits – youth and seniors – to become involved in building Maui Nui in a way that reflects the values and concerns of residents, and encouraging decisionmakers to heed the priorities of Focus Maui Nui: to put the interests of residents first and to recognize the importance of *our islands, our future*.

To participate in Focus Maui Nui, contact Maui Economic Development Board at 875-2300 or info@focusmauinui.com.

FOCUS O U R MAUI I S L A N D S NUI O U R F U T U R E

VISION STATEMENT

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 decisionmaking
- 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 direct the islands' future, the first priority is to **improve education**. Recommendations range from K-12 reform to the establishment of a public university.

2

To ensure that precious resources exist for future generations, to preserve the beauty of the islands, and to maintain the distinct rural identity and traditions of Maui Nui, the second priority is to **protect the natural environment**, including **addressing water needs**.

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 move easily throughout the islands, **address infrastructure challenges, particularly housing and transportation** must be addressed.

4

To supply quality jobs for local residents, broaden the tax base, and provide Maui Nui with financial resources to accomplish its other goals, another priority is to **adopt targeted economic development strategies** that support and enhance the needs and desires of residents.

5

To pass 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 among young people.

FOCUS MAUI NUI | December 2003

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