



**THE OFFICE OF THE AUDITOR
STATE OF HAWAII**



HAWAII 2050 SUSTAINABILITY TASK FORCE

Hawaii'i 2050 Sustainability Plan
Charting a Course for Hawaii's Sustainable Future

SELECTIONS OF DRAFT HAWAII 2050 SUSTAINABILITY PLAN
FOR WEB SURVEY

ENTIRE DRAFT PLAN AVAILABLE AT WWW.HAWAII2050.ORG



DRAFT HAWAI'I 2050 SUSTAINABILITY PLAN

This document contains selections of the relevant portions of the Hawai'i 2050 Sustainability Plan for the web survey. The web survey is one of the Hawai'i 2050 Sustainability Task Force's tools to gauge the public's attitudes toward the goals, strategic actions and accountability and implementation ("Sustainability Council") in the draft plan.

Included are:

- Definition of Sustainability – developed to express a shared vocabulary for a long-term, sustainable future for Hawai'i. While the definition is not part of the web survey, it is the foundation of the draft sustainability plan.
- Goals – express where we, as a society, want to be in 2050. They reflect a deeply held sense of where Hawai'i should be headed. There are five goals:
 - A Way of Life
 - The Economy
 - Environment and Natural Resources
 - Community and Social Well-Being
 - Kanaka Maoli Culture and Island Values (Kanaka Maoli is preferred by many Native Hawaiians to describe themselves. It is used after consultations with the Office of Hawaiian Affairs and the Association of Hawaiian Civic Clubs.)
- Strategic Actions – each goal contains strategic actions. They are highly effective strategies, that, if consistently implemented over time, will move Hawai'i toward a more sustainable future. They were selected for the draft plan because they were judged to be particularly relevant, practical and yielding a high impact.
- Ensuring Implementation and Accountability – a proposal by the Task Force to implement the recommendations in the draft plan. This proposal creates a "Sustainability Council" to carry forward the Hawai'i 2050 Plan.



Definition of Sustainability in Hawai'i

Sustainability in Hawai'i means achieving a quality of life that:

- Respects the culture, character, beauty and history of our state's island communities;
- Strikes a balance between economic prosperity, social and community well-being, and environmental stewardship.
- Meets the needs of the present without compromising the ability of future generations to meet their own needs.

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A WAY OF LIFE

GOAL I: Living sustainably is part of our daily practice in Hawai'i

Goal I – a Way of Life – seeks to ensure that we as individuals practice sustainability on a daily basis. We seek to encourage every man, woman and child in Hawai'i, as well as every institution, to live in a sustainable way.

The informed and caring person can determine what products and services are purchased, what kind of energy is used, how much water is consumed, and how the environment is managed. In many respects, our individual daily practices can determine whether we achieve a sustainable Hawai'i.

Through good practice, we can develop a widely held sustainability ethic. Good practice is empowering. Through the raised consciousness of the informed and caring, better institutional practices, and better public and business policies will result.

How do we motivate people to live sustainably? First, we must create awareness about the value of a sustainable Hawai'i. We may likely make responsible decisions and choices when we understand the implications and significance of global warming, supporting and diversifying the local economy, preserving traditional and cultural island values, and the many other aspects of sustainable living.

We must invest in public awareness and educational programs that teach both the young and old about sustainability. There have been examples in the past where public awareness and education, combined with government incentives and deterrents, have resulted in social movements that create positive changes in human behavior.

Addressing the harmful effects of cigarette smoking is a classic example. Over the years, both government and the private sector have aggressively sought to reduce cigarette smoking through various means: Marketing and public education campaigns; restricting sales to minors; taxation of tobacco products; package warnings; and smoking bans. Cigarette use has declined over the years in the U.S. Lifetime cigarette use (the smoking of cigarettes during one's lifetime, even one or two puffs) among youth fell from 70.1% in 1991 to 54.3% in 2005. Frequent cigarette use among teenagers dropped from 12.7% to 9.4% during the same period.

Cross-sector and community dialogue as well as the monitoring of progress toward sustainability can similarly produce results.



STRATEGIC ACTIONS

1. **Develop a sustainability ethic.**

- Integrate sustainability principles and practices into public and private school curricula.
- Develop a statewide marketing and public awareness campaign on sustainability principles and practices.

2. **Conduct on-going forums and dialogue amongst government, environmental, business, labor, and community groups to promote collaboration and progress on achieving Hawai'i's sustainability goals.**

3. **Continually monitor trends and conditions in Hawai'i's economy, society and natural systems.**

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THE ECONOMY

Goal II: Our diversified and globally competitive economy enables us to meaningfully live, work and play in Hawai'i

A sustainable Hawai'i cannot occur without a sustainable economy. When aligned with community values and goals, economic development is essential to a high quality of life. A healthy economy provides the revenue base for government services and programs such as natural resource protection, public education, elderly care and infrastructure development. A strong and diversified economy provides quality jobs and living wages for purchasing homes, food, and healthcare.

For the past three decades, tourism, defense, construction, and agriculture have been the foundations of our economy. These must be supported and sustained. Tourism alone generates an estimated twenty percent of all economic activity and a quarter of the state's tax revenue. The continued success of these industries is fundamental to our state's future. In the Hawai'i 2050 public opinion poll, most Hawai'i residents were supportive of keeping the level of tourism and military activity the same.

Supporting emerging industries to diversify Hawai'i's economic base is equally important. Diversified agriculture, fisheries and aquaculture; and such knowledge- and innovative-based industries as high tech, biotechnology, dual use, film and digital media are important components of building a sustainable economy.

We are no longer a self-sufficient island economy. We import about 80% of our food and 90% of our energy. We use technology to connect ourselves with the rest of the world, buying and selling products and services globally. Therefore, we must support local businesses that produce goods and services for our residents and the global marketplace.

In creating a sustainable economy, we are faced with several notable challenges. First, the availability and quality of our workforce needs to be improved. With a current unemployment rate of about 2.5%, we suffer from a worker shortage. Our high school dropout rate is 36%, reflecting an inability to train skilled workers. At the heart of this matter is the need to strengthen Hawai'i's public education system – once and for all.

Second, we need to ensure a more business-friendly environment – in which the cost of business is lessened and adequate public infrastructure is available.

While many of these economic development themes and initiatives are primarily focused on Hawai'i's immediate problems, they reflect the many concerns that our business leaders face today.

STRATEGIC ACTIONS

1. Develop a more diverse and resilient economy.

- Provide incentives that foster sustainability-related industries*.
- Increase commercialization and technology transfer between post-secondary institutions and the business sector.
- Increase production and consumption of local foods and products.

2. Support the building blocks for economic stability and sustainability.

- Recognize and support established industries such as the visitor industry, military, construction and agriculture as strong components of the Hawai'i economy.
- Provide incentives for industries to operate in more sustainable ways.
- Ensure funding for infrastructure improvements.
- Attract local and outside capital and investments in Hawai'i's economic activities.
- Reduce regulations and lower the cost of running a business.

3. Increase the competitiveness of Hawai'i's workforce.

- Invest in and improve our public education system to provide for a skilled workforce.
- Create incentives for workforce skills upgrade training programs.
- Increase student enrollment in post-secondary educational programs.
- Adopt living wage guidelines and measurements.

* Those industries include, but are not limited to, renewable energy, innovation and science-based industries, and environmental technologies



THE ENVIRONMENT AND NATURAL RESOURCES

Goal III: Our natural resources are responsibly and respectfully used, replenished and preserved for future generations

Hawai'i is a marvel of the natural world. Our subtropical climate, green valleys and clean, sun-drenched beaches are the envy of the world. We have good soils and a year-round growing season. Our mountains and streams are home to plants and birds found nowhere else on Earth.

The phrase "Lucky you live Hawai'i" has much to do with waking up every day and knowing we live in a natural paradise. Yet we have a decidedly mixed record of safeguarding the environment and making sure our children and grandchildren can enjoy the same beauty. We are the species extinction and endangerment capital of the planet. Half our bays and nearly two-thirds of our estuaries are designated as impaired.

The state of our environment is fundamental to our quality of life, and it is also the key to the quality of our economy. The visitor industry, which brought \$12 billion in revenue into Hawai'i last year, attracts tourists based in no small part on our island's physical beauty.

There is a tendency for people to think that economic productivity and use of natural resources inevitably must lead to its degradation, but that doesn't have to be the case. With proper planning and coordination, the goals of economic development and environmental protection can be mutually reinforced and simultaneously achieved.

We would do well in following the philosophy and values of responsible stewardship of our natural resources found in our Kanaka Maoli culture -- the concept of the *ahuapua'a* management system.

STRATEGIC ACTIONS

1. Reduce reliance on fossil (carbon-based) fuels.

- Expand renewable energy opportunities.
- Increase energy efficiency in private and public buildings, including retrofitting existing buildings.
- Improve energy efficiencies and options in transportation.
- Encourage the production and use of locally produced bio-fuels.
- Adopt building codes that encourage “green building” technology.

2. Conserve water.

- Reduce water consumption by means of education and incentives.
- Encourage greater production and use of recycled water.
- Continually review water-conserving technologies for possible incorporation in county building codes.
- Encourage price structures for water use that furthers conservation.
- Require water conservation plans from large private users.

3. Increase recycling.

4. Provide greater protection for land-, fresh water- and ocean-based habitats.

- Strengthen enforcement and enhancement of habitat management.
- Fund public and private conservation education.
- Improve management of protected watershed areas.
- Incorporate the values and philosophy of the *ahupua‘a* resource management system as appropriate.
- Establish funding for invasive species control and native ecosystems protection.

5. Conserve agricultural, open space and conservation lands and resources.

- Create compact patterns of urban development.
- Encourage “smart growth” concepts in land use and community planning.

6. Research and strengthen management initiatives to respond to rising sea levels, coastal hazards and erosion.

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COMMUNITY & SOCIAL WELL-BEING

Goal IV: Our community is strong, healthy, vibrant and nurturing, providing safety nets for those in need.

Quality of life encompasses safe, caring, and engaged communities; healthy, sustainable surroundings; quality job opportunities for present and future generations; access to quality education, housing and healthcare; adequate, well-maintained infrastructure and governmental services; access to recreational facilities and leisure activities; and positive interaction and respect among the citizenry.

With Hawai'i 2050, we have a unique opportunity to identify the kind of society we want -- where people live with dignity and respect, and the basic requirements of food, shelter, healthcare, safety, and education are not only met but are exceeded.

We are fortunate that our diverse and multi-cultural community currently provides a strong foundation for such a quality of life. The *aloha* spirit is indeed pervasive, and there is respect amongst our cultures. Our beautiful surroundings and environment don't create for harsh bone-chilling winters and deadly summer heat. Living on an island has created a culture of collaboration and working together. We have the makings of a community that when determined can achieve great things.

Over the years, however, it seems that we run into the same issues and challenges that impede our ability to provide for a high quality of life. At an average price of \$650,000 for a single family home, our housing is among the highest in the United States. Our public education system needs improvement, with a high school dropout rate of 36 percent. We are unable to keep many of our kids in school so that they become productive and responsible citizens at the workplace and in the community. Our substance abuse rate is unacceptably high. Traffic congestion is a serious problem in all counties for residents, businesses and visitors alike.

The quality of our lives in the years ahead will depend on choices we make today. We can choose to be a place where jobs, productivity, wages and educational achievements grow and economic disparities are reduced. We can choose to make our transportation system more efficient and create a sufficient quantity of affordable housing. We can choose to prevent abuse and discrimination, and end poverty. We can choose to be a compassionate society. Or we can choose not to. Now is the time to boldly confront these social issues – once and for all.

STRATEGIC ACTIONS

1. Strengthen social safety nets

- Review and increase affordable housing opportunities for households up to 140% of median income.
- Ensure access to affordable healthcare for all residents.
- Provide access to long-term care, elderly housing and social and human services.
- Invest in greater prevention and treatment of those suffering from substance abuse.
- Increase high school graduation rates.

2. Reduce traffic congestion

- Increase access to public transportation.
- Improve bicycle and pedestrian pathways.

3. Identify and prioritize infrastructure “crisis points” that need fixing

4. Strengthen public education

- Support educational initiatives that span early childhood through lifelong learning.
- Increase awareness of and competency in financial literacy and asset building.

5. Provide access to diverse recreational facilities and opportunities.



KANAKA MAOLI* CULTURE AND ISLAND VALUES

Goal V: Our *Kanaka Maoli* and island cultures and values are thriving and perpetuated.

Hawai'i residents statewide expressed their respect and fondness for the traditions and values of the Kanaka Maoli culture as well as the diverse island cultures that make our state special and unique. One of the strongest themes to emerge from the Hawai'i 2050 planning process was that residents, whether they were born here or not, were attracted to and remain in Hawai'i because of our island values and lifestyle.

In many respects, this island way of life is grounded in and begins with Hawai'i's indigenous people – the Kanaka Maoli. Residents statewide value the concept of *aloha 'āina* as a means of expressing the deeply held belief of respect and care for our air, land and water, as well as guiding the relationship of human inhabitants with our natural resources.

Over the last several generations, Kanaka Maoli culture has undergone a remarkable renaissance. Many of us can remember when only a few Kanaka Maoli cultural practitioners were left, and Kanaka Maoli language and cultural practices seemed on the brink of vanishing. Within the lifetimes of many people today, research and practice in Kanaka Maoli culture, arts and history have flourished. The performances of music and hula have increased dramatically in Hawai'i and throughout the world.

Likewise Hawai'i's ethnic diversity and resulting multi-culturalism have contributed mightily to making our state unique. Our many and diverse ethnic groups include but are not limited to African American, Caucasian, Chinese, Filipino, Hispanic, Japanese, Jewish, Kanaka Maoli, Korean, Laotian, Portuguese, Tahitian, Samoan, and Vietnamese all contribute to the vitality of our community. These myriad of cultures and traditions make for a colorful and diverse lifestyle.

We must ensure that our Kanaka Maoli and island values and cultures are preserved and perpetuated. Such traditions and value systems bind and enrich us all, providing a values-based guide for behavior.

* Kanaka Maoli is preferred by many Native Hawaiians to describe themselves. It is used after consultations with the Office of Hawaiian Affairs and the Association of Hawaiian Civic Clubs.

STRATEGIC ACTIONS

1. Honor *Kanaka Maoli* culture and heritage.

- Ensure the existence of and support for public and private entities which further the betterment of *Kanaka Maoli*.
- Increase fluency in *Kanaka Maoli* language.
- Sponsor cross-sector dialogue on *Kanaka Maoli* culture and island values.
- Protect *Kanaka Maoli* intellectual property and related traditional knowledge.

2. Celebrate our cultural diversity and island way of life.

- Identify and protect the places, features and sacred spaces that give Hawai'i its unique character and cultural significance.
- Increase number of educators who teach cultural and historic education.

3. Enable *Kanaka Maoli* and others to pursue traditional *Kanaka Maoli* lifestyles and practices.

- Provide *Kanaka Maoli* mentors with opportunities to pass on Hawaiian culture and knowledge to the next generation of *Kanaka Maoli* and others.
- Perpetuate *Kanaka Maoli* food production associated with land and ocean traditions and practices.

4. Provide support for subsistence-based businesses and economies.



SUSTAINABILITY COUNCIL: ENSURING IMPLEMENTATION AND ACCOUNTABILITY

From Planning to Action, Implementation and Accountability

Hawai'i 2050 provides recommendations for long-term policies and strategic actions for our economy, our society and our environment. Some reaffirm or strengthen what now exists, while others put forward a fresh set of policies, incentives and strategies for attaining a sustainable future.

The crucial question is how these recommendations make the leap from plan to action. Without a vehicle for implementation, Hawai'i 2050 will sit on a shelf. Without a mechanism for accountability, Hawai'i 2050 will answer to no one.

While the Task Force has been instrumental in creating Hawai'i 2050, the Task Force was not empowered to put the sustainability plan into motion. By law, the Task Force will sunset on June 30, 2008.

The proposed solution is the establishment of an ongoing entity to coordinate Hawai'i's sustainability activities – a Sustainability Council. In keeping with Hawai'i 2050's spirit of the "people's plan," the Task Force recommends that the Council be a diverse cross-section of individuals, most of whom would be nominated by the public. A broad range of public representation on the Sustainability Council will go far toward ensuring open communications and cross-sector dialogue among the stakeholders, a crucial factor in moving Hawai'i toward sustainability.

The Task Force proposes that the Council be a continuing, quasi-governmental organization with a budget and staff. These resources will be essential to carrying forward the Hawai'i 2050 Plan, measuring results, and building a publicly accessible bank of knowledge about sustainability. The cost to operate the Council would be financed by dedicated revenue sources that have a nexus to sustainability. Dedicated revenue sources will insulate the Council from short-term political pressures.

Ultimately, the Council will serve as a focal point for action – a central entity, responsive to the public, that will help Hawai'i navigate us towards a sustainable future.

Creation of a "Sustainability Council"

The Task Force recommends the creation of a governing entity to coordinate, implement, measure and publicly report on Hawai'i's sustainability activities. This "Sustainability Council" would have: 1) a governing board; 2) authority to hire an executive director and staff; 3) appropriate powers and duties to carry out its mission; and 4) a dedicated funding stream to support the agency's activities. The Sustainability Council is intended to be a quasi-governmental entity, located in the



Office of the Auditor for administrative purposes only. Its voting board members would be comprised of both public officials and private citizens more fully described below.

Council Composition and Nominations

The Sustainability Council would be comprised of a diverse cross-section of community leaders that will provide the necessary leadership and expertise in creating a sustainable future for Hawai'i. The Council would be comprised of the following members:

*Total Number of voting members: Fifteen (15)

*Governmental Appointments: Six (6) members from the following: One (1) member appointed by the Governor; one (1) member appointed by each of the four (4) Mayors; and one (1) member appointed by the Office of Hawaiian Affairs. These appointments need not be restricted to government officials.

*Public Members: Nine (9) members appointed by the Governor. The Governor shall consider the following areas of statewide expertise and interests, including but not limited to, the Kanaka Maoli, business, science & technology, labor, environment, multi-cultures, visitor industry, military, agriculture, education, health & human services, college students, and high school students. The intent of representation in these suggested categories is to create a board that has statewide knowledge of key sectors and components of the community.

County Representation: Four of the nine public members shall reside in each of the four counties.

Terms: Four (4) year staggered terms. Terms for high school and college students are two (2) year terms.

Nominations: A call for nominations from the general public will be solicited. All nominees are subject to confirmation by the State Senate.

"Interim Board" Composition and Selection

The Task Force recommends that an "interim board" be established to provide continuity and a transition mechanism from the Task Force to the new Sustainability Council. Because of the institutional knowledge the Task Force has gained over the past two years, it would be beneficial for the Sustainability Council to include several members of the Task Force. The Task Force recommends that at least five (5) Hawai'i 2050 Task Force members of the fifteen (15) members of



the Sustainability Council be initially appointed, to be ultimately transitioned out due to term limits.

Scope and Function of the Sustainability Council

The Sustainability Council will coordinate, implement, measure and evaluate the progress of Hawai'i 2050 and activities.

The primary functions of the Sustainability Council will be to:

- Coordinate and implement the Hawai'i 2050 Sustainability Plan
- Collect and analyze data on the approved sustainability indicators
- Publish and promote an annual “report card” on the indicators
- Convene statewide summits and forums on sustainability
- Direct an ongoing public awareness and education campaign about sustainability
- Recommend legislation and advocate for sustainability in Hawai'i's public policy arena
- Every five years, revise and amend the Hawai'i 2050 Sustainability Plan as appropriate
- Conduct a periodic review and audit of sustainability activities
- Negotiate and execute contracts as necessary to achieve the functions listed above. The Task Force recommends that the Sustainability Council be exempt from the Hawai'i public procurement code.

Advisory Sub-groups

To implement and advise the Sustainability Council, advisory sub-groups may be created in the following categories that are in accord with the Hawai'i 2050 Sustainability Plan:

- Educational Curricula, Marketing and Public Awareness
- Economic Development and Diversification
- Environment and Natural Resources
- Social and Community Development
- Kanaka Maoli and Island Lifestyle

Dedicated Funding Sources: A Nexus to Sustainability

The Task Force recommends a dedicated funding source(s) for the Sustainability Council to ensure adequate resources to implement a sustainability agenda for the state. Possible sources of funding include, but not limited to:

- Legislative Appropriations
- Bottle Bill



- Conveyance Tax
- Gasoline and other fuel taxes
- Transient Accommodations Tax
- Clean Air Special Fund

Attached Agency

As a quasi-governmental agency, the Sustainability Council needs to be assigned to a governmental unit for administrative purposes. The Task Force recommends the Sustainability Council be attached to the State Auditor's Office. Over the past two years, the Auditor has garnered a great deal of institutional knowledge about sustainability and Hawai'i 2050. In addition, the Auditor's office has impeccable integrity, which will lend credibility to the Sustainability Council's annual reports and audits on the status of the sustainability efforts in Hawai'i.

Periodic Financial and Management Audits

The Task Force proposes an audit of the Sustainability Council's activities every two years to determine the appropriateness of its fiscal activities, and the progress made in implementing Hawai'i 2050.

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